

Out-Of-House Mock-up



LIVE LIVELY
LIVE NUTTY
LIVE MERRY AND BRIGHT
LIVE PLANT-BASED
LIVE EXTRA
LIVE FOR THE GREEN LIGHT
LIVE KINDLY
LIVE WHOLLY
LIVE JUST FOR TONIGHT
LIVE HAPPY
LIVE HEALTHY
LIVE YUMMY



CRAFTED BY | PRÉPARE PAR



Client: Dole
 "Live Right" TV :30

Video	Audio
<p>An Animation: On screen the word 'Live' stays in the same place as the different line endings are switched out.</p> <p>The different endings are all designed animated differently to represent what they are describing, for example:</p> <p>LIVELY: Bounces into shot.</p> <p>PLANT BASED: Is created from stems and leaves.</p> <p>GREEN LIGHT: Changes from Red, to Amber, to Green.</p> <p>KINDLY: Has a heart to dot the 'i'</p> <p>On the end screen, the product is displayed with the tagline beneath it.</p>	<p>1. V/O: Live Lively Live Nutty Live Merry and Bright Live Plant-based Live Extra Live for the Green Light Live Kindly Live Wholly Live just for Tonight Live Happy Live Healthy Live Yummy Live Right.</p> <p>New Dole Snack Bars: You Gotta Snack Right to Live Right.</p>