

Before enlightenment;
chop wood, carry water.
After enlightenment;
chop wood, carry water.



Live right. Do right.

According to The State Of Snacking survey, snacking has grown dramatically during the past year with 90% of people say they are snacking more.

Snacking has been a source of comfort and community.

More than half of adults have relied on snacking for nourishment to their body, mind and soul.

“Snacking helps me get through the day.”

“I can’t imagine my life without snacks.”

The majority of millennial now prefer to eat many small meals throughout the day, as opposed to a few large ones.

Snacking has become a way to do right by your body and mind.

A way to:

Live Right. Do Right.

Do right by yourself and others.

This theme opens the brand up to many opportunities.

But to ensure we embrace the positive tone snacking creates, we have kept the brand just that, positive and light.

There is a Zen to snacking.

We have taken many of the zen sayings which seem appropriate to Live Right and using illustration, we develop expressions of Live Right. Do Right.

Light, humorous, and relevant.

Relax, nothing is under control.



Live right. Do right.

When you reach the top, keep climbing.



Live right. Do right.

To know and not to do is not yet to know.



Live right. Do right.

Never test the depths of the water with both feet.



Live right. Do right.

Who you are is always right.



Live right. Do right.

If you chase two rabbits you catch none.



Live right. Do right.

BRAND FILMS.

We see a series of short, simple, animated films using the same character style as shown in the posters. The music would have a soothing, calming zen-like feel and the voice over would be quiet and engaging.



As an example, this film would begin showing our character climbing a mountain. The music is enchanting as he struggles with each step to get to the peak.

He finally reaches the very top of the mountain. He pauses, takes a deep breath and then catches on to a cloud and continues to climb his way further up.

We go to the pack and super:
Live Right. Do right.

The Voice Over is a very calming, story-telling way:

The mountain had stood there rarely conquered for thousands of years, it's head almost touching the clouds that floated by.

Barnaby stood beside the mountain, always in awe and always seeking to master this beast.

Then one day, as the storms cleared and the sun glared down upon Barnaby, his feet began to move forward and up.

He had no control.

Higher and higher he crawled, crevice by crevice, breath by breath.

Barnaby knew this was the right thing to do as he would have always had regrets if his urge did not carry him towards the sky.

Finally, with one last gasp, he stood where few had stood before.

As he gazed upon the earth below, he remembered the wise words of his father.

“When you reach the top, keep climbing.”



Live Right. Do Right.

The Do Right part will allow the brand to become an enabler of doing right by the planet.

To nibble away at issues that face earth such as climate change problems.