

Snack Wisdom

We want to highlight that “Live Right” is a healthy snack ready for peoples busy lives. But we know that our target group doesn’t like to be told what to do.

This gives us a wonderful opportunity to provide naive/stupid wisdom about living right from the free-thinking optimist.



Page 1:
Campaign idea
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Film script
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Additional ideas



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Live
RIGHT

SNACK WISDOM

IF YOU
ARE
HUNGRY,
EAT

IF NOT,
DON'T

This video format can work in both long
and short form.

IF YOU
WANNA
GO
RIGHT

YOU
SOMETIMES
HAVE TO GO
LEFT

IF YOU
FEEL LIKE A
SNACK

DON'T
BUY A
CACTUS



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Dole
Sunshine For All



Short animations for web and SOME-banners.

SNACK WISDOM

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**IF IT'S YOUR MOTHER'S
BIRTHDAY
GIVE HER A KISS**

**IF YOU FEEL LIKE A
SNACK**

**IF YOU WANNA
GO RIGHT**

**IF IT'S YOUR
FATHERS, GIVE HER
A KISS TOO**

DON'T BUY A CACTUS

**YOU SOMETIMES HAVE
TO GO LEFT**



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