



TURN OVER A NEW LEAF

plays off the brand name as well as aiming directly at the brief ie change the way you take lunch to work.

TURN OVER A NEW LEAF

consists of a series of 15 sec films depicting business issues or trends in a simple, dramatic way.

As variety is so important for social media, these could develop into an extensive range of spots.

In addition, people can be asked to contribute how they have or could turn over a new leaf.

A SERIES OF 15 SEC FILMS

We see a tasty close-up of the Spanish variety. Suddenly, dramatic type appears over the bowl word-by-word. WHEN YOUR ONLY OPTION IS TO SINK A SUB. That disappears and is followed by TURN OVER A NEW LEAF.

We then go to the pack shot.



We see a tasty close-up of the Mediterranean variety. Suddenly, dramatic type appears over the bowl word-by-word. WHEN YOU'RE BLOATED WITH BIG DATA. That disappears and is followed by TURN OVER A NEW LEAF.

We then go to the pack shot.



We see a tasty close-up of the Mexican variety. Suddenly, dramatic type appears over the bowl word-by-word. WHEN YOU'VE HAD YOUR FILL OF AI. That disappears and is followed by TURN OVER A NEW LEAF.

We then go to the pack shot.

