

Life is what you make it

Execution: simple doodles where the protagonist makes everything the way they see them in an ideal world

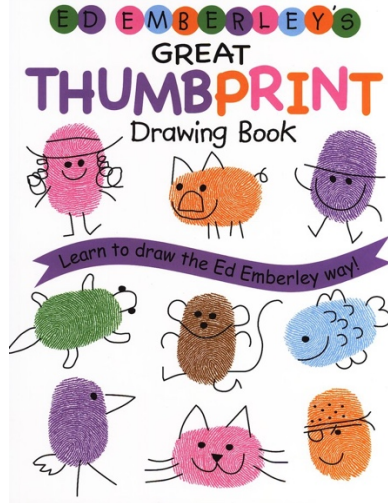
Simple line-drawn animation: A happy-go-lucky character strolls through life, munching on Live Right snacks, making their world better wherever they go. When they encounter a wall, they just draw a door in it and saunter through. When stuck on a zoom call with miserable people, they draw a sunny beach and everyone cheers up. When they encounter people in conflict, they draw a heart around them and they find connection. Surrounded by skyscrapers, they doodle a hammock and relax.

Our hero is always happy to share their snacks and their optimistic vibe. After all, life's what you make it, and when you live right and snack right, all's right with the world. Who doesn't want a piece of that?

EXECUTIONAL NOTES:

- Because it's animation, we can vary the hero characters in the scenes for diversity. They are a certain kind of individual who chooses to be happy and spread happiness. Live Right snacks are part of that. Just like the life they imagine and doodle, it has everything they like and nothing they don't.
- Because the animation is so simple, it's low-budget yet there is no compromise because the simplicity *is* the style.
- Also, just like our hero character, we can be anywhere and do anything – be on the beach, go to the moon, etc. because it's all conceptual – no expensive locations or sets (or actors)
- The product packaging and the food are the only elements that are “real” (not drawn). They pop against the white background and line art. The doodle the character makes is a happy color related to the flavor of LR they are eating

Simple, imperfect, quirky style of the animation and hand-lettering suggests: organic, handcrafted, simplicity, authenticity, made by & for humans. ALT STYLE: Make the character's heads out of thumbprints (See: Illustrator Ed Emberley)



- AUDIO: announcer VO over cheerful music, or a jingle

Tagline options:

You gotta snack right to live right. (from brief)

When you snack right, all's right with the world.*

Whatever's wrong, you can always snack right. *

It's everyone's right to snack right.*

Exercise your right to snack right. *

*I recognize that "right" double meaning does not translate in French. The meaning can still work without the double entendre.

PLEASE SEE THIS ROUGH 5-SECOND ANIMATION CLIP I MADE: (this is NOT meant to be "finished" but represents the spirit)

<https://www.dropbox.com/s/6xfwqagb28hti8m/live%2520right%2520test%2520animation%2520.mp4?dl=0>

Also this clip for the "Crafted by Dole" branding: <https://www.dropbox.com/s/iw5kdjqbfq8stus/Crafted-by-dole.mp4?dl=0>



Suggested for social media:

- Billboards like the one shown, with different characters and scenes
- Animated GIFs
- User-generated content (UGC) where people share photos of themselves making things right in the world (“Show us how you live right”), or doodling a better scenario over photos of things in their lives or current events.

Tie-ins: Since the execution is about imagining a better world, I can easily see natural philanthropic tie-ins and sponsorships, scholarships etc. for the brand.

ROUGH STORYBOARD

MUSIC
ANNCR VO:

No matter what's wrong,
you can always snack
right.

With Live Right.

Full of good things like
real mango, crunchy
cashews and granola, and
no nasty things like
GMOs, preservatives,
guilt or compromises.

After all, when you can
have something just the
way you want it, wouldn't
you?

All's right with the world
when you snack right.

with happiness
CRAFTED BY | PRÉPARÉ PAR

Dole
Sunshine For All

All's right with the world
when you snack right.
Live Right, crafted (with
happiness) by Dole.



