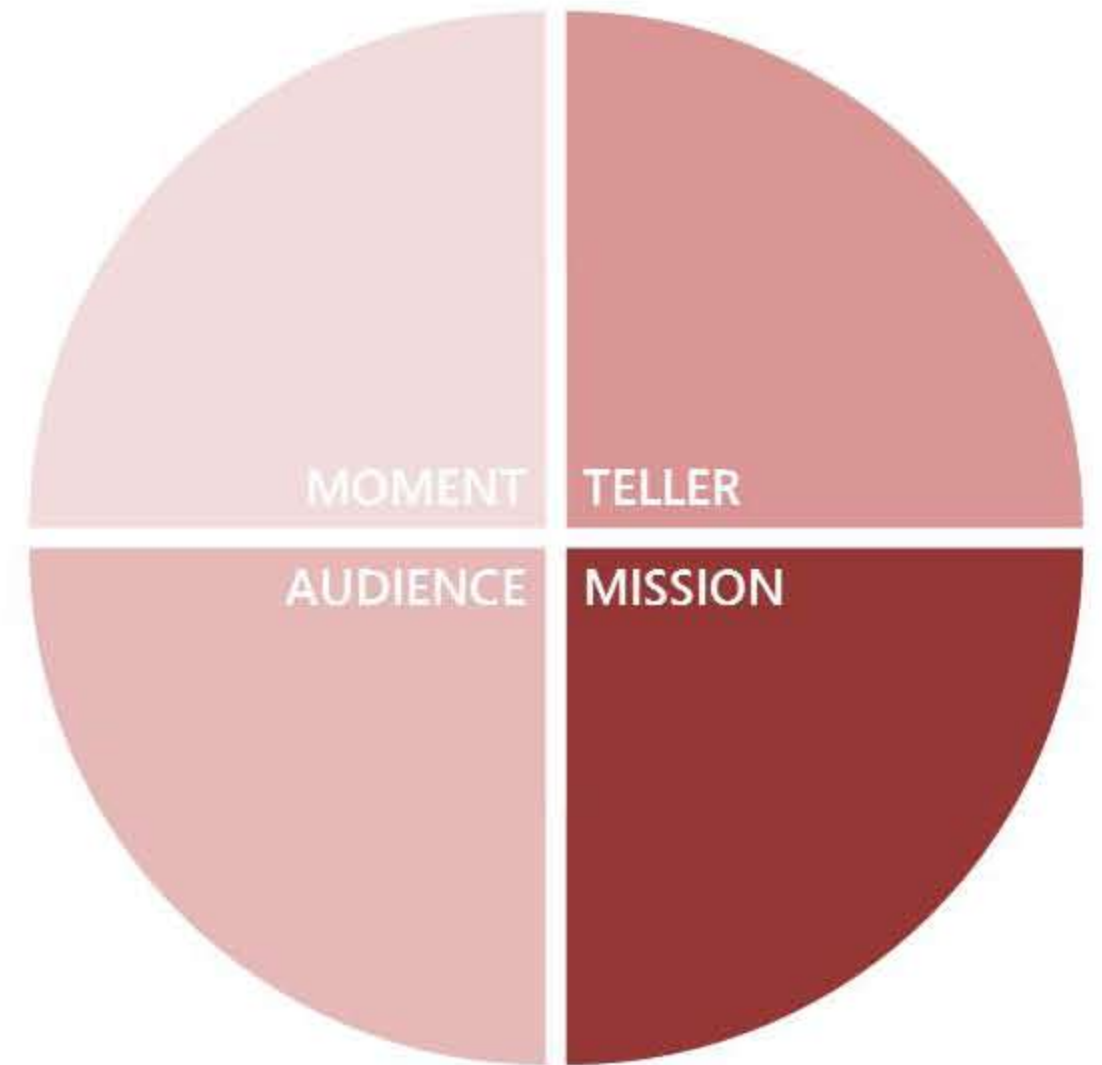


FOOD SAFETY CAMPAIGN

CREATIVE PRESENTATION

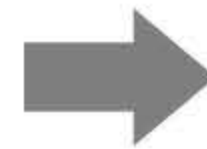
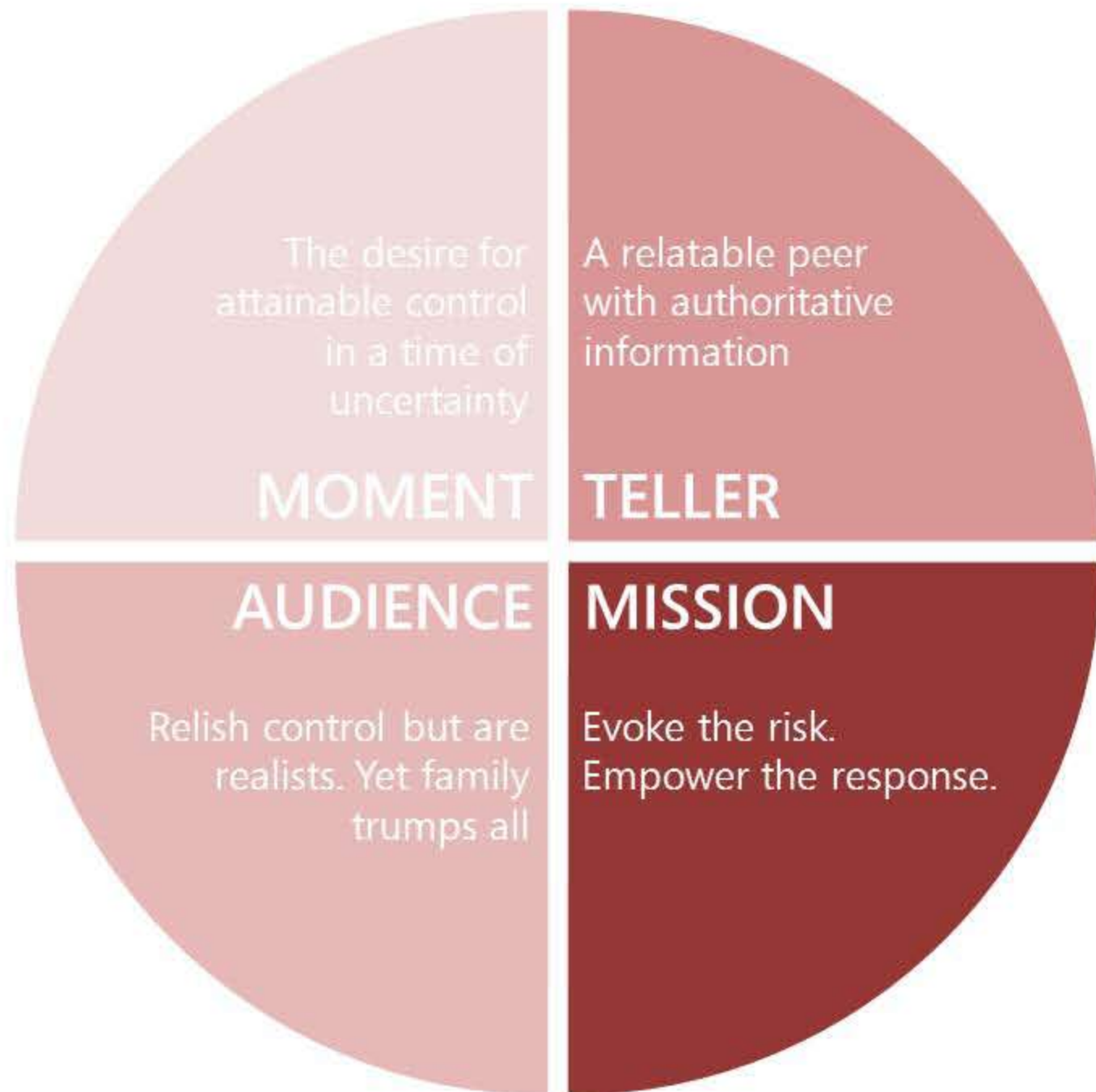
J W T





RECAPPING THE STRATEGY

THE FOOD SAFETY STORY SPINE



When it comes to the safety of the food your family is eating, are you sure everything that *can* be done *is* being done?

**Be certain
you're food *safer*.**

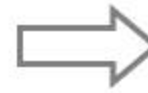
THOUGHTS ON MESSAGE STRUCTURE

PIQUE INTEREST VIA EMPATHY



FOLLOW UP WITH DO-ABLE ACTION

Evocative message
communicating risk



1. Tangible steps on how to be
Food Safer may include:

- Cook foods to the proper temperatures
- Avoid cross-contamination in the kitchen
(...or other steps illustrating importance of cooking foods to the proper temperature)



2. Where to find out more

MESSAGE CONSIDERATIONS

COMMUNICATION SHOULD

- Evocative, yet relatable imagery
- Follow up with a do-able action that resonates with the target
- Make the audience question their own certainty
- Motivate the audience to find out more
- Drive to web
- Consider how the message works across a variety of media, including promotional, POP, and on-pack
- Consider the tactical role of the 4 steps

COMMUNICATION SHOULD AVOID

- Blaming the food preparer
- Overwhelming/scaring the audience with the gravity of this issue
- Overwhelming/scaring the audience with too many steps
- Too broad, too scientific, or overly-factual terms

CREATIVE CONCEPTS



GRAPHIC IDENTITY

We've designed a bold, graphic, color-coded device comprising the 4 steps. We'll use these blocks, both in combination and individually, across the campaign materials. An animated version that combines visual and audio cues will appear at the end of the TV spots.



SIMPLE BUT IMPORTANT

BEING FOOD SAFER IS SIMPLER THAN,
BUT JUST AS IMPORTANT AS, THE THINGS
YOU ALREADY DO FOR YOUR FAMILY.

1

SIMPLE BUT IMPORTANT

TV

BIRTHDAY PARTY :30

OPEN ON DAD IN FRONT OF A BATHROOM MIRROR. HE'S CLEARLY A BROKEN MAN. HE SIGHS, AND ATTEMPTS TO GIVE HIMSELF A MINI PEP TALK.

HE LIFTS A DINOSAUR HEAD UP FROM HIS SIDE AND PUTS IT ON. HIS HANDS AND ARMS ARE COSTUMED AS WELL. HE SHAKES HIS HEAD IN THE MIRROR AND LEAVES.

CUT TO A PICNIC TABLE OUTSIDE. IT'S FULL OF YOUNG KIDS WEARING PARTY HATS WITH DINOSAURS ON THEM. DAD APPEARS WEARING THE FULL COSTUME. THE KIDS SCREAM. ONE STARTS TO CRY.

VO: One of the simplest things you can do for your kids...

CUT TO MOM IN THE KITCHEN. SHE PUTS A TRAY OF FROZEN HAMBURGER PATTIES INTO THE FRIDGE.

VO: Is keep them safe from food poisoning. One in six Americans will get sick from food poisoning this year.

ANIMATION: 4-STEPS GRAPHIC WITH "CHILL" HIGHLIGHTED

VO: Defrost food in the fridge. It's simple but important.

CTA: Learn more at foodsafety.gov



Find out more at foodsafety.gov

SIMPLE BUT IMPORTANT

TV

DIVING BOARD :30

OPEN ON A DIVING BOARD AT THE COMMUNITY POOL. A YOUNG BOY HESITATES ON THE BOARD. HIS PARENTS ARE BELOW, CALLING OUT TO ENCOURAGE HIM TO MAKE THE DIVE. THEY'VE CLEARLY BEEN AT THIS FOR A WHILE. A LONG LINE OF KIDS WAITS AT THE BASE OF THE LADDER. HE WAVERS, THEY CONTINUE TO SWEET TALK HIM. HE FINALLY DECIDES NOT TO DIVE AND CLIMBS DOWN THE LADDER. REVEAL THAT HE WAS ONLY ON THE ONE-METER BOARD.

VO: One of the simplest things you can do for your kids...

CUT TO THEM IN THE KITCHEN: THE BOY IS AT A COUNTER, WRAPPED IN A TOWEL. MOM WIPES DOWN THE COUNTERTOP BEFORE PLACING A SNACK DOWN FOR HIM.

VO: Is keep them safe from food poisoning. One in six Americans will get sick from food poisoning this year.

ANIMATION: 4-STEPS GRAPHIC WITH "CLEAN" HIGHLIGHTED

VO: Clean eating surfaces often. It's simple but important.

CTA: Learn more at [foodsafety.gov](https://www.foodsafety.gov)



SIMPLE BUT IMPORTANT

TV

VIOLIN PRACTICE :30

DAD STANDS WITH DAUGHTER AS SHE PRACTICES THE VIOLIN AT HOME. SHE IS TERRIBLE. DAD TURNS THE PAGE OF SHEET MUSIC FOR HER AS SHE PLAYS CLUMSILY. LITTLE BROTHER STORMS THROUGH THE SCENE WITH HIS HANDS OVER HIS EARS. THE FAMILY DOG GRIMACES. MOM WANDERS INTO THE DOORWAY AND IMMEDIATELY, HER EYES WIDEN AND SHE TURNS BACK AROUND. SHE FINISHES, AND DAD ENCOURAGES HER TO “TAKE IT FROM THE TOP.”

VO: One of the simplest things you can do for your kids...

CUT TO MOM IN THE KITCHEN WEARING EARPLUGS, CUTTING VEGGIES ON A GREEN CUTTING BOARD. A RED BOARD WITH MEAT ON IT IS NEXT TO HER.

VO: Is keep them safe from food poisoning. One in six Americans will get sick from food poisoning this year.

ANIMATION: 4-STEPS GRAPHIC WITH “SEPARATE” HIGHLIGHTED

VO: Separate meat and veggies while cooking. It's simple but important.

CTA: Learn more at [foodsafety.gov](https://www.foodsafety.gov)



Find out more at [foodsafety.gov](https://www.foodsafety.gov)

SIMPLE BUT IMPORTANT

TV

CATCH :30

DAD AND SON ARE THROWING THE FOOTBALL IN THE BACKYARD. DAD REACHES AFTER AN ERRANT THROW. HE JUMPS AFTER THE NEXT. HE JOGS FOR THE THIRD. HE RUNS THE BALL BACK TO HIS SON AND BENDS OVER, TRYING TO CATCH HIS BREATH. THE FINAL THROW GOES OVER DAD'S HEAD AND DOWN THE STEEP HILL BEHIND HIM. RATHER THAN CHASE AFTER IT, DAD CALLS PRACTICE OFF.

VO: One of the simplest things you can do for your kids...

CUT TO DAD GRILLING. HE USES THE THERMOMETER TO CHECK THE MEAT.

VO: Is keep them safe from food poisoning. One in six Americans will get sick from food poisoning this year.

ANIMATION: 4-STEPS GRAPHIC WITH "COOK" HIGHLIGHTED

VO: Always cook to a safe temperature. It's simple but important.

CTA: Learn more at [foodsafety.gov](https://www.foodsafety.gov)



Find out more at [foodsafety.gov](https://www.foodsafety.gov)

PREPARE WITH SERIOUS CARE

PROTECTING YOUR FAMILY
DOESN'T HAVE TO BE DRAMATIC

2

PREPARE WITH SERIOUS CARE

TV

CORNERS :30

IN THE CORNER OF A LIVING ROOM, A CHICKEN IS IN FRONT OF US, FACING THE CORNER.

CUT TO THE OTHER CORNER, WHERE WE SEE SOME CARROTS.

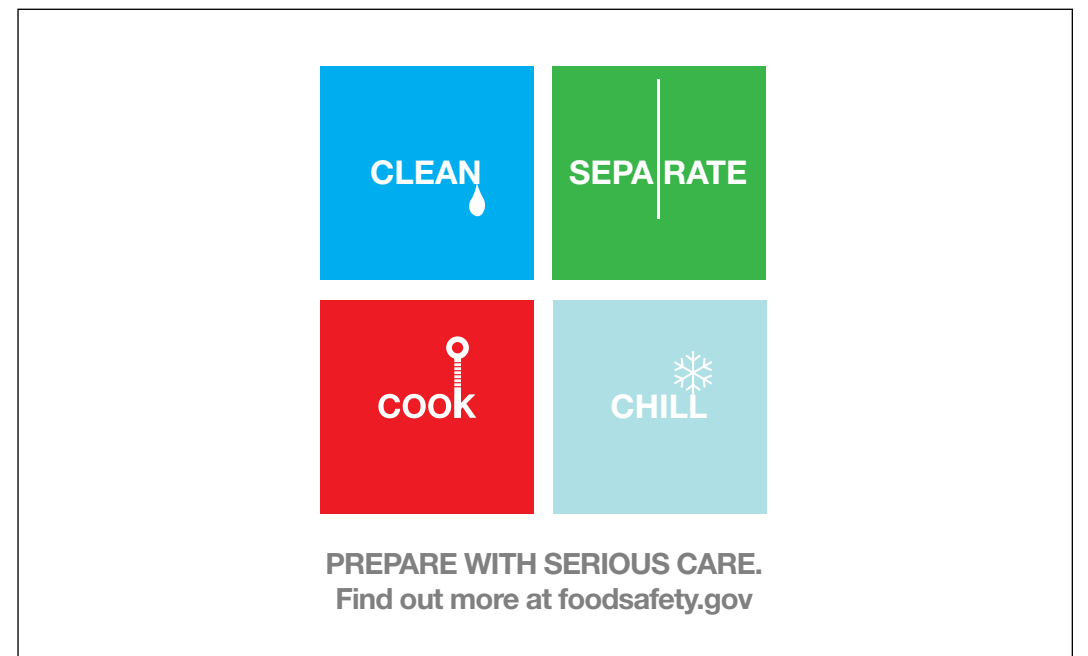
CUT TO A WIDER SHOT: MOM IS STANDING BETWEEN THEM, ALERT.

THE CHICKEN MOVES, AND MOM REACTS INSTANTLY, POINTING AT HIM TO KEEP HIM PUT.

VO: One in six Americans will get sick from food poisoning this year.
Separate meat and veggies while cooking to keep your family safer.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH “SEPARATE” HIGHLIGHTED

CTA: Prepare with serious care. Learn how at foodsafety.gov



PREPARE WITH SERIOUS CARE

TV

LAUNDROMAT :30

WE SEE A MOM WALK INTO A LAUNDROMAT, CARRYING A SACK. WE SEE ODD SHAPES IN THE SACK AND HEAR CLINKING AND CLANKING FROM IT AS SHE MOVES. SHE OPENS IT UP, DUMPING KITCHEN UTENSILS INTO THE INDUSTRIAL SIZED WASHER. SHE SQUIRTS DISH SOAP INTO THE MACHINE AND STARTS IT UP. THE ATTENDANT LOOKS CONFUSED.

VO: One in six Americans will get sick from food poisoning this year.
Wash your utensils before cooking to keep your family safer.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH “CLEAN” HIGHLIGHTED

CTA: Prepare with serious care. Learn how at foodsafety.gov



PREPARE WITH SERIOUS CARE.
Find out more at foodsafety.gov

PREPARE WITH SERIOUS CARE

TV

STEAM ROOM :30

IN A WOOD-PANELED STEAM ROOM. A PIG SITS IN FRONT OF US ON A TOWEL, NEXT TO A MAN WEARING A TOWEL. THE MAN SHIFTS, THEN LEANS OVER TO POUR WATER ON COALS THAT ARE JUST OUT OF FRAME. STEAM FILLS THE ROOM.

VO: One in six Americans will get sick from food poisoning this year.
Make sure your food's at the right temperature to keep your family safer.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH "COOK" HIGHLIGHTED

CTA: Prepare with serious care. Learn how at foodsafety.gov



PREPARE WITH SERIOUS CARE.
Find out more at foodsafety.gov

PREPARE WITH SERIOUS CARE

TV

ICE BAR :30

IN AN BAR MADE OF ICE, A LOBSTER ITS ON A STOOL. A MAN SITS NEXT TO IT.
AMBIENT MUSIC PLAYS SOFTLY. A WAITRESS COMES OVER AND SETS DOWN TWO BEERS.

VO: One in six Americans will get sick from food poisoning this year.
Chill your food properly to keep your family safer.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH “CHILL” HIGHLIGHTED

CTA: Prepare with serious care. Learn how at [foodsafety.gov](https://www.foodsafety.gov)



PREPARE WITH SERIOUS CARE.
Find out more at [foodsafety.gov](https://www.foodsafety.gov)

BIG RESPONSIBILITY

**BEING FOOD SAFER IS SOMETHING
PARENTS CAN TAKE INTO THEIR
OWN HANDS.**

3

BIG RESPONSIBILITY

REFERENCE



BIG RESPONSIBILITY

TV

SHOPPING :30

OPEN ON MOM AND KIDS AT THE FRONT OF A GROCERY STORE. MOM GRABS A CART. SHE LIFTS HER YOUNGEST SON INTO IT: SHE HAS GIANT HANDS.

SHE BEGINS TO PUSH THE CART WITH ONE HAND AND REACHES HER OTHER HAND OUT TO HER OLDEST SON TO GRAB. HIS HAND DISAPPEARS INTO HERS AND HE WALKS ALONGSIDE HER.

CUT TO THEM IN AN AISLE: SHE CHECKS A NORMAL-SIZED GROCERY LIST. IT LOOKS TINY IN HER HANDS.

CUT TO HER IN THE PRODUCE SECTION. SHE PICKS UP A SINGLE TOMATO IN EACH HAND, SMELLS ONE, SMELLS THE OTHER, AND PUTS ONE BACK.

CUT TO HER AT THE BUTCHER'S COUNTER. SHE REACHES UP TO TAKE A PACKAGE FROM HIM.

CUT TO MOM IN THE KITCHEN, HANDING DAD (ALSO HAS GIANT HANDS) A RED CUTTING BOARD WITH RAW STEAKS ON IT. THERE'S A GREEN BOARD ON THE ISLAND IN FRONT OF HER WITH SLICED TOMATOES ON IT.

TITLE CARD: One in six Americans will get sick from food poisoning this year.

TITLE CARD: Take food safety into your hands.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH "SEPARATE" HIGHLIGHTED.

CTA: Learn more at foodsafety.gov

BUTTON: THE FAMILY'S AT THE TABLE, THE SON BRINGS A PLATE OF FOOD TO THE TABLE. HE HAS BIG HANDS, TOO.



Find out more at foodsafety.gov

BIG RESPONSIBILITY

TV

GRANDMA'S :30

GIANT-HANDED GRANDMA IS AT HOME, WAITING FOR THE GRANDKIDS TO COME OVER. SHE RIDES AN EXERCISE BIKE WITH HANDLES, PUMPING THEM BACK AND FORTH. SHE PETS HER CAT, COMPLETELY COVERING IT. SHE TURNS ON THE TV USING THE CLAPPER. SHE HUGS HER GRANDCHILDREN AS THEY STORM THROUGH THE FRONT DOOR.

CUT TO THE KITCHEN. GRANDMA AND KIDS ARE BAKING COOKIES. SHE CRACKS AN EGG AND THEN WASHES HER HANDS. THE KIDS LOOK ON.

TITLE CARD: One in six Americans will get sick from food poisoning this year.

TITLE CARD: Take food safety into your hands.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH "CLEAN" HIGHLIGHTED.

CTA: Learn more at foodsafety.gov

BUTTON: KID EATING TINY COOKIE WITH GIANT HAND, CHOCOLATE ON FACE.



Find out more at foodsafety.gov

BIG RESPONSIBILITY

TV

PLAYGROUND :30

GIANT-HANDED MOM IS AT THE PLAYGROUND - HER KIDS ARE PLAYING. SHE PUSHES HER DAUGHTER ON A SWING. SHE TIES HER BOY'S SHOES AND SENDS HIM BACK TO PLAY. SHE TAKES A PICTURE OF THEM WITH HER CELLPHONE.

CUT TO MOM TAKING FOOD FROM A COOLER AT A PICNIC TABLE WITH THE KIDS.

TITLE CARD: One in six Americans will get sick from food poisoning this year.

TITLE CARD: Take food safety into your hands.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH "CHILL" HIGHLIGHTED.

CTA: Learn more at foodsafety.gov

BUTTON: THEY'RE ALL PACKED UP TO LEAVE, SHE TELLS THE KIDS TO WAVE GOODBYE TO THEIR FRIENDS, DEMONSTRATING WITH HER GIANT HAND.



Find out more at foodsafety.gov

BIG RESPONSIBILITY

TV

PRACTICE :30

GIANT-HANDED DAD HELPS SON WITH BATTING PRACTICE IN THE BACKYARD. HE WINDS UP A PITCH FOR HIM. HE MIMICS HIS SON'S STANCE, HUGE HANDS IN THE AIR. HE SHOWS HIM HOW TO CHOKE UP ON THE BAT. HE TAKES OFF HIS HAT TO WIPE SWEAT WITH HIS FOREARM.

CUT TO DAD GRILLING HAMBURGERS. HE INSERTS AND CHECKS A MEAT THERMOMETER, WHICH IS DWARFED IN HIS GIANT HANDS.

TITLE CARD: One in six Americans will get sick from food poisoning this year.

TITLE CARD: Take food safety into your hands.

CUT TO ANIMATED 4-STEP GRAPHICS, WITH "COOK" HIGHLIGHTED.

CTA: Learn more at foodsafety.gov

BUTTON: DAD PATS SON ON THE BACK AT THE DINNER TABLE, SON IS PUSHED FORWARD BY THE FORCE OF DAD'S GIANT HAND.



Find out more at foodsafety.gov

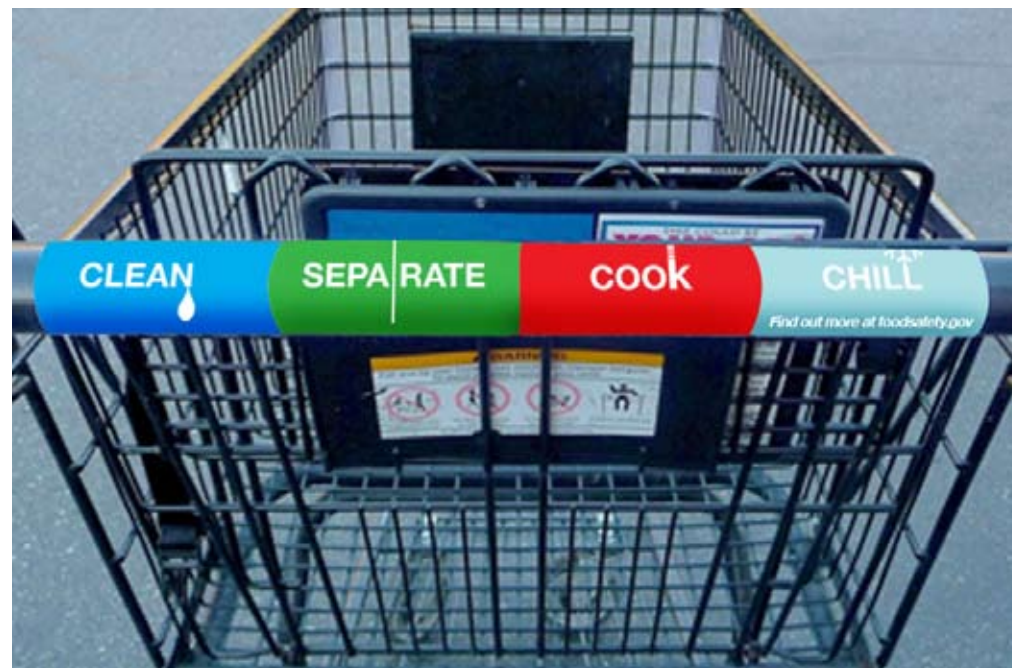
BIG RESPONSIBILITY

SWAG



GRAPHIC IDENTITY

IN-STORE

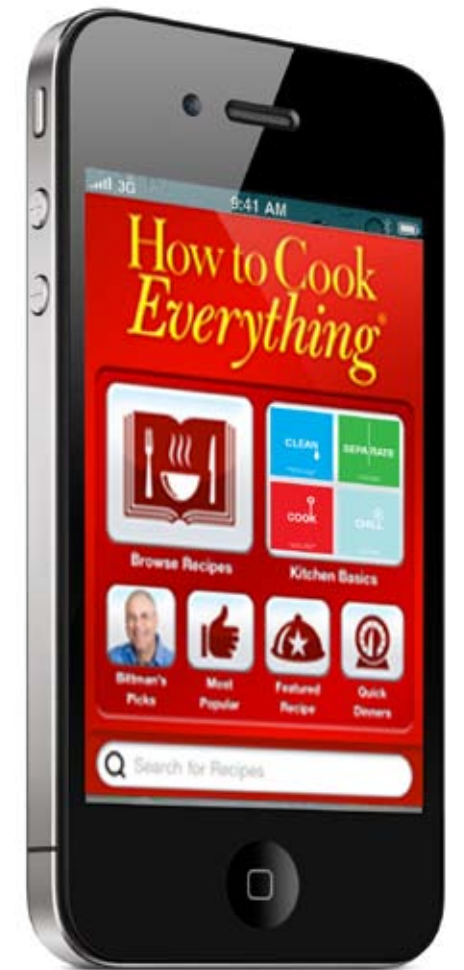
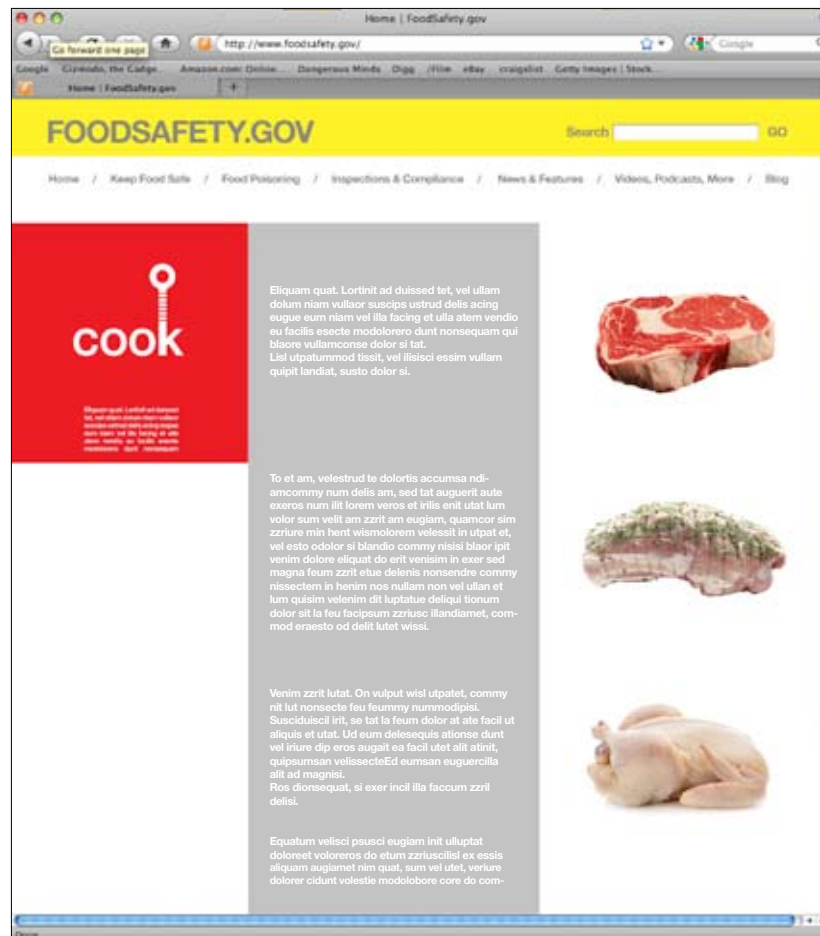
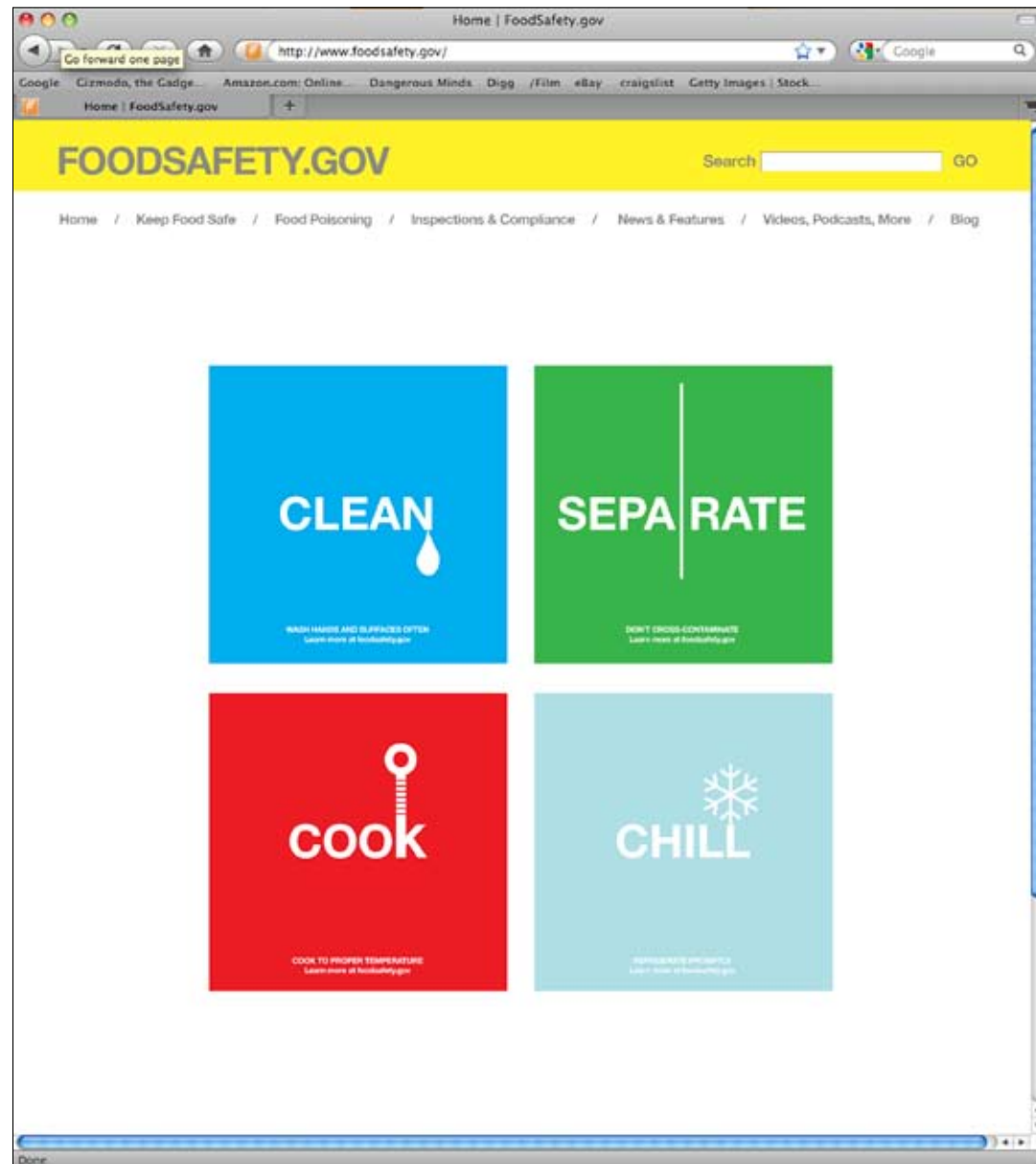
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GRAPHIC IDENTITY IN-STORE



GRAPHIC IDENTITY

DIGITAL PROPERTIES



IMPLEMENTATION

Grocery Stores

Checkout:
Brown Bags
Separators:
on-belt and in-bag
Receipt messaging
Conveyor belt
graphics

In-store:
Plastic bags for
meat and veggies
Stickers on
packaging
On-aisle/section
signage

Elementary Schools

Milk cartons and
lunch trays

Lunchroom posters

Take-home
materials, i.e.
printed shopping
bags

Bookstores

Bookmarks with
purchase of
cookbook

Cookbook
bookshelf signage

Online: include a
one-sheet in
amazon.com
cookbook orders

Howcast

Videos featuring
their credible
experts in the Food
& Drink category
(already have a
following)

Recipe Sites

Add temperature
guides to their
recipes

Add cooking
temperatures to
next release/update
to their mobile apps

Expert Tactics

Write segments
for their show,
including audience
participation

NEXT STEP

THE SELECTED IDEA WILL BE EXPRESSED IN THE FOLLOWING WAYS

