

Company: Glory Foods, Inc

Brand: Glory Foods

Product Category: Canned Products

1. Target:

- **Persona:** James Johnson
- **Demographics:** 40 years old, male, middle school home economics teacher
- **Geographics:** Suburban neighborhoods with public schools
- **Psychographics:**
 - **Activities:** Enjoys taking cooking classes, a member of book club, running
 - **Interests:** cooking, reading, spending time with his family
 - **Opinions:** Students should be self-sufficient and know basic life skills like cooking, sewing & budgeting.
 - **Usage Patterns:** Switchers/variety users. Uses canned products often, but not committed to a brand yet.
 - **Pre-roll keywords (20, order of importance):** Southern-style food, canned goods, side dishes, appetizers, collard greens, green beans, black beans, cooking, recipes, canned vegetables, how to cook, education, home economics, teachers, beginner cooking, easy recipes, healthy recipes, Green Giant, Bush's, Great Value
 - **Keyword ad groups:**
 - **Ad Group: Canned Good Brands**
 - Green Giant
 - Bush's
 - Great Value
 - **Ad Group: Cooking**
 - Southern-style food
 - Cooking
 - Recipes
 - How to cook
 - Beginner cooking
 - Easy recipes
 - Healthy recipes
 - **Ad Group: Canned Products**
 - Canned goods
 - Collard greens
 - Green beans
 - Black beans
 - Canned Vegetables
 - **Ad Group: Education**
 - How to cook
 - Beginner cooking
 - Education

- Home economics
- Teacher

2. **Current Mindset:** James knows that Glory has products that are delicious and simple to prepare. He sometimes uses Glory canned products when cooking at home.

3. **Desired Mindset:** We want James to feel confident using Glory products in his home economics classes because most of the work is done for the consumer.

4. **Competitors and their mindset:**

- a. **Green Giant:** James is very familiar with this brand, and remembers eating their vegetables when he was growing up. He thinks they have a good nutritional value at a decent cost.
- b. **Bush's:** James associates this brand primarily with baked beans, which he doesn't eat very often. He is aware of the brand from their commercials on TV.
- c. **Great Value (Walmart's Store Brand):** James knows their canned goods are very inexpensive but are simple with limited-to-no seasonings so they don't taste great.

5. **Creative Strategy Statement/ Big Idea/ Consumer Promise:** Teaching students how to cook can be simple with Glory.

6. **Evidence:**

- Glory Food's canned goods are already fully cooked; they only need to be warmed and served. The cans have easy instructions on how to heat and serve Glory Foods products.
- The brand's selection of canned goods are anything but bland. For example, their Seasoned Green Beans With Potatoes are slow simmered with onions, garlic and spices in a bacon-flavored broth, making them the perfect complement to any savory meal.
- Glory Foods offer fast and easy recipes for their customers on their website, to help them create different, tasty and easy meals using their products.

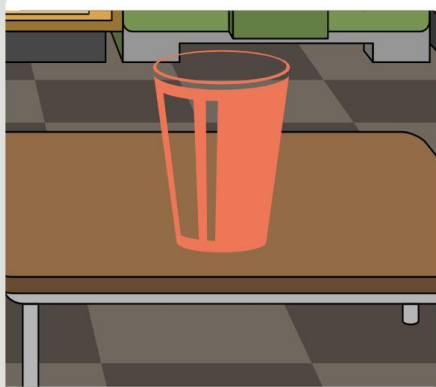
7. **Tone:**

- Humorous
- Optimistic
- Silly

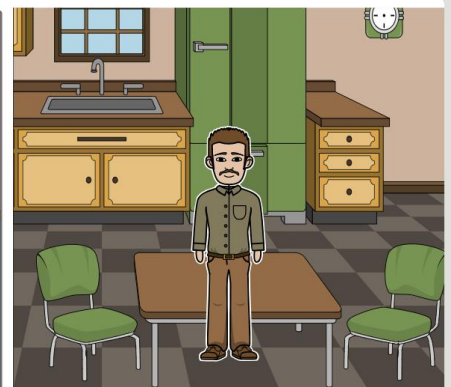
Glory Foods :15 Pre-Roll
"Home Economics"
April 1, 2019

VIDEO	AUDIO
1. CU OF HAND SLAMMING GLORY FOODS CAN DOWN ON KITCHEN COUNTER.	SOUND: CAN HITTING THE COUNTER.
2. MS OF THREE STUDENTS SEATED BEHIND COUNTER LOOKING BORED.	
3. WS OF TEACHER STANDING BEHIND COUNTER, ADDRESSING STUDENTS ACROSS FROM HIM.	TEACHER: You guys are finally gonna learn how to cook!
4. CUT TO MS OF TEACHER SLIDING, HANDING, AND TOSSING CANS TO THE THREE STUDENTS. CAMERA PANS SLOWLY TO FOLLOW HIS MOVEMENT FROM RIGHT TO LEFT.	MUSIC: "GLORIOUS" BY MACKLEMORE FEAT. SKYLAR GREY STARTS TO PLAY.
5. MS OF STUDENTS PREPARING THE FOOD FROM THE CANS. CAMERA FOLLOWS TEACHER RIGHT TO LEFT AS HE WALKS AROUND THE COUNTER TO HAND OFF A CAN OPENER.	
6. CU OF STACKED CANS ON COUNTERTOP. ONE CAN SLIDES INTO FRAME IN FRONT OF THEM.	

Glory Foods: Storyboard



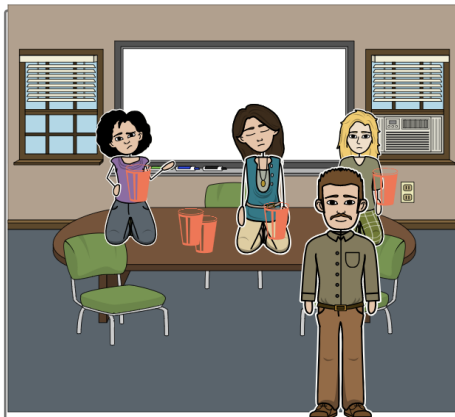
Create your own at Storyboard That



CU: The can going into the frame

MS: Students are laying on the counter. not interested.

WS: "You guys are finally going to learn how to



Create your own at Storyboard That



MS: The teacher tossing the cans to the students. Music fades in: "Glorious- Macklemore"

MS: Students preparing the food, while the teacher passes the can

CU: 3 cans on the counter as the fourth can slides into the frame, the tagline fades in, "Gloriously Easy.". 2sec.

Placement:

1. How To Make Alix's Chicken Cordon Bleu Bake • Tasty

We chose to use this video because Tasty is widely known as the world's largest food network. Many people are familiar with their videos because they are all over social media. Tasty makes videos showing how to make various dishes and recipes. Putting our Glory Foods pre-roll in front of this video would show viewers that Glory products could compliment their main meal.

<https://youtu.be/NirTVqeS1YU>



How To Make Alix's Chicken Cordon Bleu Bake • Tasty

13K views • 1 hour ago

2. How To Master 5 Basic Cooking Skills - Gordon Ramsay

This video was published by Gordon Ramsay who is a well known and highly awarded chef. We chose this video because it goes over easy cooking tips for people who aren't very comfortable in the kitchen. Our pre-roll for Glory Foods would show people viewing this ad that Glory Foods are easy to cook.

<https://www.youtube.com/watch?v=ZJy1ajvMU1k>



How To Master 5 Basic Cooking Skills - Gordon Ramsay

Gordon Ramsay • 20M views • 3 years ago

We've compiled five previous videos into one, helping you to master your basic skills in the kitchen. Cooking rice, chopping ...

CC

3. What Makes a Good Teacher Great?

This video is a ted talk about teachers and how they have impact over their students. We thought this video would appeal to teachers, which was our target audience. Since our pre-roll for Glory takes place in a home economics class we thought this video would inspire teachers on how to be their best.

<https://www.youtube.com/watch?v=vrU6YJle6Q4>



What makes a good teacher great? | Azul Terronez | TEDxSantoDomingo

TEDx Talks • 1.3M views • 2 years ago

I've been asking the question: What makes a good teacher great? for 24 years. I have collected 26,000 responses from 8 ...

CC

4. 9 Satisfying Side Dishes

We chose this video because of the focus on side dishes. Glory Foods have perfect options for side dishes. If viewers see the advertisement for Glory Foods before this video they may be more inclined to purchase after seeing what they can make.

<https://www.youtube.com/watch?v=k1rbse1hNSY>



9 Satisfying Side Dishes

Twisted • 69K views • 7 months ago

These 9 delicious recipes will go great with many main dish you are serving up that day or night. Or if you don't feel like ...

5. Easy 10 Minute Dinner Recipes / Healthy Dinner Ideas

We chose this video because Glory Foods are great for side dishes, especially during dinner time. After viewing our pre-roll audiences will see just how easy cooking Glory Foods are. Viewers who are watching this video are looking for quick and easy dinner solutions which is what Glory Foods can provide.

<https://www.youtube.com/watch?v=JzJsUW4xV7k>



EASY 10 Minute Dinner Recipes | Healthy Dinner Ideas

HealthNut Nutrition • 425K views • 7 months ago

Subscribe to my channel here → <http://bit.ly/1XKeAli> Sign up to my Newsletter here → <http://eepurl.com/Yeg-L> Shop my Merch here ...

Key Frame: Glory Foods



The shot we selected for the keyframe is the moment the teacher begins passing cans to the once-bored students. It signifies a dramatic shift in the video as the uplifting music starts to play. In addition to the excitement of the professor that his job is now easy, the frame captures the realization by the characters that with Glory Foods, cooking is now as easy as opening a can, pouring, mixing, and heating.

Rationale: Glory Foods

To replicate a home economics classroom in our video, we chose to film at one of the demonstration kitchens at UREC. The opening shot is a close up of the teacher's hand slamming the can onto the counter—this creates a dramatic effect that also sparks the curiosity of the viewer. The next shot, which presents three bored, tired students provides an interesting contrast to the proceeding shot. The lack of sound, except for a spoon clanking a bowl, reinforces their mood. In order to hold the viewer's attention throughout the video, we implemented fast-paced editing. The song "Glorious" begins right at 5 seconds to signify the climax of the ad, where the teacher starts tossing out cans energetically to his students. The next shot shows the students interacting with and using the product, and their demeanor is now totally different from before. The tagline "Gloriously easy" was chosen to complement the song, reinforce the brand name and capture the joyous feeling that comes with the easy preparation of Glory Foods canned goods. The tagline moves into the frame from left to right, echoing the movement of the can into the frame as well as the earlier shot of the teacher sliding the can. This contributes to the overall cohesiveness of the ad.

References:



LLC, Macklemore (July 6, 2017) MACKLEMORE
FEAT SKYLAR GREY - GLORIOUS (OFFICIAL
MUSIC VIDEO).[MP4]. YouTube. Retrieved from
<https://www.youtube.com/watch?v=7OrLroFa0AI>