

~We were tapped to explore some no cost to low cost promotion angles for a Blueberry grower. They were looking for new angles to promote product improvements with achievable, low overhead initiatives. We researched their current product line and packaging and discovered a consumer product improvement angle that would not require any re-tooling or re-packaging, other than a simple adjustment to their labeling. Their plastic clam shell packaging had perforations so the blueberries could breath and evaporate condensation. We recognized the opportunity to present these perforations as a product improvement simply by re-defining their use. The result was a clever and fun campaign that showcased their product in a different light.~

“Shake, Shake, Shake Your Blueberries” Promotion Spot Treatment

INT: KITCHEN. A refrigerator OPENS (POV inside refrigerator). We see an attractive, healthy, vibrant thirty-something WOMAN as she opens the door, and flashes her winning smile and reaches inside the 'fridge'.

CUT TO REVERSE: On a hero shot of a package of BRAND (Name Omitted) Blueberries in the center of the 'fridge'. The label is clearly visible. In the background are other assorted healthy foods. We see through the clear plastic packaging that the Blueberries are fresh, plump and delicious looking. A hand comes into frame and picks up the package of blueberries, showing the BRAND logo.

CUT TO: WIDE SHOT on Woman in kitchen. She is wearing stylish, yoga workout clothes. She is at the open fridge, turned three-quarters away from the camera. She quickly and playfully turns toward the camera and spins over to the sink.

CUT TO: CLOSE UP on her hand, holding the package of Blueberries (label up) under the faucet while cool, crystal clear water begins to flow from the tap through the perforated blueberry packaging, wetting the blueberries. MUSIC FADES UP as she begins to shake the package of blueberries.

MUSIC Revised Cover of “Shake Your Booty” by KC and the Sunshine Gang. SINGERS Sing Cover's altered lyrics “Shake, Shake, Shake Your Blueberries” (See revised Lyric Sheet)

CUT TO: POV on Woman at the sink. She shakes the Blueberry package, and starts to get into it. Shaking along with the tune's rhythm, she “gets down” while dancing, with playful facial expressions.

CUT TO REVERSE: Showing Woman from behind, dancing more to the music and shaking her booty joyously.

CUT TO: GRAPHIC: Narrator VO: “Shake up your life! Our fresh, BRAND (Name Omitted) Blueberries you loved before, now comes in a new, fun “Shake and Wash” container.”

CUT TO MID SHOT: On the Woman, who now is Really into it, shaking the Blueberries and dancing with wild abandon the way you can only dance with your eyes closed when you're home alone.

CUT TO: Shot of her 12-year-old SON who is standing in the kitchen doorway, just returned from school with two of his BUDDIES standing right behind him. The Son has a stunned, open-mouthed look on his face. His friends, however, are grinning from ear-to-ear.

CUT TO MID SHOT: On Woman spinning and shaking her blueberries. As she spins around, she opens her eyes.

FREEZE SHOT: She suddenly freezes with a surprised look on her face. There is a sound like SCREECHING TIRES.

S/FX: SCREECHING TIRES Sound

CUT TO: Shots of Son and Friends. Her Son, mortified, smacks his hands over his eyes. His Friends, however, have an altogether different reaction. One Kid does little dance moves, and the other Boy bobs his head and with a mischievous grin, says, "All right, Mrs. Weaver!"

CUT TO: Close up on Woman, who is slightly embarrassed, as she flips her disheveled hair off her face, as a joyful smile washes across her face.

MUSIC /Lyrics continue: "Shake, Shake, Shake! Shake, Shake, Shake! Shake your Blueberries!" (CONTINUE TO FADE)

CUT TO: GRAPHIC PACKAGE: BRAND Blueberries