

# VSCA 422 Moving Pictures

## Project 3: KD Campaign

April 5th, 2024  
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# Objectives

The student will select a brief from the D&AD Briefs or One Show competition. For this class the out of the box component is what we will focus on.

The two assignments (students choice)

1. D&AD campaign

<https://www.dandad.org/en/d-ad-new-blood-awards/>

2. One Show student



# Deliverables

What is needed

2-4 motion components

Media

Can be GIFS, Cinemagraphs, motion graphics, animation, video, etc

Background.

The primary aim is to utilize motion to increase consumer response to a brand.

Students will define their brief:

Who are we talking to?

What do they currently think?

What do we want them to think?

Why should they care?

How do we make the message relevant?

# Timeline

- |        |   |
|--------|---|
| Week 1 | Mar 1/8 - Introduction, briefing. Students will research and choose their chosen non-profit.  |
| Week 2 | Mar 15 - Present initial strategy with 2-4 rough concepts for execution to teacher. The student will have done research collected data, research and define a creative brief. A clear understanding of the target audience and the issue will be defined and be the catalyst for development. |
| Week 3 | Mar 22 - Present 2 – 4 concepts in development  |
| Week 4 | Mar 29 - Present concepts in development.   |
| Week 5 | Apr 5 - Final execution presented to class (as if presenting to a client). Written summary & verbal (10 minute max). Verbal (10 minute max).  |

# Brief: what are we doing?

Mac and cheese!!!!

- . THE CHALLENGE:

- . Create a brand activation that speaks to older Gen Zs and younger Millennials by connecting to what they care about in culture, and showing them that KMC is there for them whenever they need some reassuring comfort.
- . Your brand activation idea should be rooted in a strong truth about this audience, but still connected to what KD stands for.
- .
- .
- . they believe everyone loves mac and cheese (it is not for a specific group of people)
- . In 2021 they launched the 'Help Yourself' campaign, unveiling its new brand positioning to speak to people beyond families with kids. But the brand now needs to do more, beyond a traditional brand campaign, to connect directly with older Gen Zs and younger Millennials.



- 1) Culturally powered + relevant insight (message is relevant in today's age)
- 2) has VOLTAGE. never been done before.
- 3) sticky + memorable ←
- 4) is SIMPLE + can be explained in 1 LINE. simple is funny + good.
- 5) is authentic to KD mac + chess ★★☆☆
- 6) gets Gen Z talking: "I can't believe KMC did that!!!"  
 zany, memorable, w/ the times (out of pocket, quirky)



# Who are we talking to? (and what do they believe? what do i want them to believe?)

Older Gen Zs and younger Millennials (ages 18-32) who do not have kids and are at a stage in their lives where they are navigating all sorts of changes and challenges – big & small. Graduating, making new friends, moving out, getting jobs, and navigating the workforce. While they find change exciting, there are moments that make them unsure of themselves.

Our audience spans all geographies, identities, ethnicities, income levels, genders, and abilities.

article about mac and cheese:

<https://www.mashed.com/123963/untold-truth-kraft-macaroni-cheese/>

- seems like Canadians REALLY love KD



# 'Zillennials'

- . on the cusp of both generations; in their early to mid 20s
- . the first cohort to experience adolescence in a post-9/11 world.
- . came of age during the 2010s
- . U.K. Brexit referendum
- . U.S. presidential election of 2016
- . COVID-19 pandemic
- . 2020-2021 George Floyd protests, Black Lives Matter
- . Environmental protests
- . Zillennials experienced the Digital Revolution (rapid technological advancements) of the 2000s and 2010s, internet, cellhones, mobile devices and smartphones, (1st iphone in 2007)
- . saw the rise (and participated in) internet meme culture
- . "Gen Z grew up with a phone in their hand and with social media — they didn't miss a beat," Olarte said. A decade earlier, "we had the iPod Touch to download music online and did YouTube-to-MP3 converters."
- . zillennials prefer instagram stories over snapchat and tiktok,

. <https://www.cnn.com/2023/05/10/health/what-are-zillennials-wellness/index.html>  
. <https://forty8creates.com/did-we-forget-an-entire-audience-the-zillennials/>

- . childhood tho? reminds me of peace, nature, play, nostalgia, 'simpler times', when life was light and happy
- . life before social media
- . "Over half of Americans spend more than 50% of their time online (73% of Gen Z, 64% of millennials, 56% of Gen X, and 40% of boomers). Nearly half, 46%, of those surveyed spend more time in front of a screen than joining in-person activities and spend eight or more hours of the day on devices."





# The loneliest generation.

social isolation affects this generation extensively due to the shift to an online world. (lets bring some happy into their lives)

# How will I get their attention?

Idea 1: people submit (embarrassing) personal story about mac n cheese, and it is animated as a cute personified mac n cheese doing the embarrassing thing

Idea 2: series of bowls of kd speaking/yelling at people as muppets (like the swedish chef's food). jumpscare real ppl in actual grocery stores.

Idea 3: mac n cheese trippy visualisers, intended for concerts in the summer (stampede, music festivals). could potentially have a dj with a macaroni-head

Idea 4: (black and white style ads): depicts quiet, somber, lonely scenes of person consuming media/on games/technology, and then the warmth of someone bringing them a bowl mac and cheese. kd would be the only thing in colour, and would warm up the room. (ads about checking in with those around you)

Idea 5: making animated advertisements showing personified kdmc fighting other personified mac and cheese brands, in a video-game style. (especially inspired by street fighter and super smash bros)

Idea 6: thirst traps of mac and cheese / anime style fan-edit of mac n cheese (over the top editing, hot music, shock value) \*no actual human bodies/people in this ad, just a bowl of mac and cheese

Idea 7: mac and cheese flavoured vape. advertisement that is mocking itself, showing how gross/funny it would be, saying: “stick to what’s good for you”

● Idea 8: a mac n cheese anime opening!! personified macaroni’s, loud anime music, dramatic editing, intense, over the top /// or sentimental, emotional

Idea 9: meme-like edits of old cartoons: garfield, scooby doo, peanuts, forcing mac n cheese into their stories abruptly, and not smoothly. garfield switches to kd from lasagna. scooby and shaggy throw away scooby snack for kd. snoopy smooshes woodstock into powder and makes mac n cheese.

Idea 10: public interviews: “if you snort this kd cheese-dust, you get a box of mac n cheese for free” :D



# The ads

KD mac and cheese reminds me of sleeping in on the weekend, playing mario-kart or smash bros with my siblings, and tossing leftover hotdogs into our mac and cheese for lunch. Video games resonate well with zillennials, and I'm talking about all of us, not just the hardcore gamers. We all grew up playing casual fun games on the wii, xbox, gameboy, playstation ETC

The advertisements will be animated in a pixelated, video-game-appearing style! These ads will depict a fight sequence: of the champion of mac n cheese, KD, being challenged by other brands of instant noodles, and instantly destroying them.

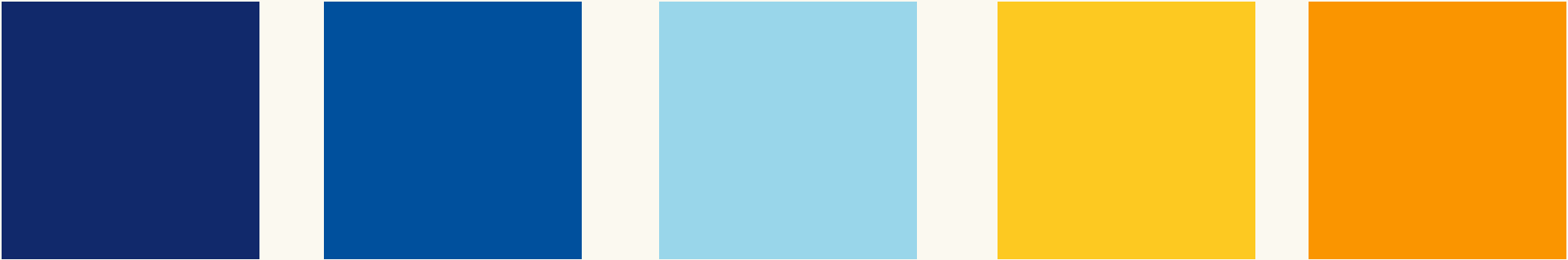
The point of the ads is to be eyecatching to my demographic in particular, and remind them that mac and cheese is epic.

(i plan on using  
lots of meme  
sound effects)

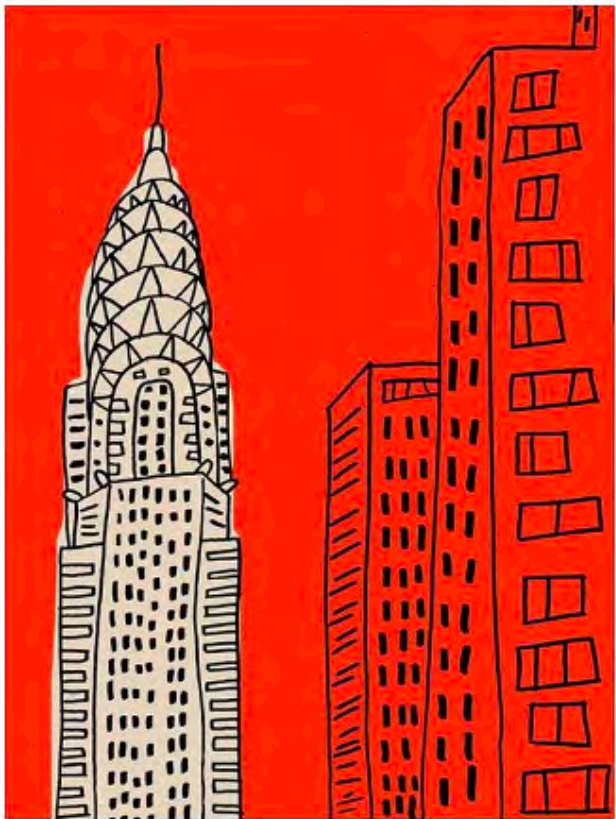
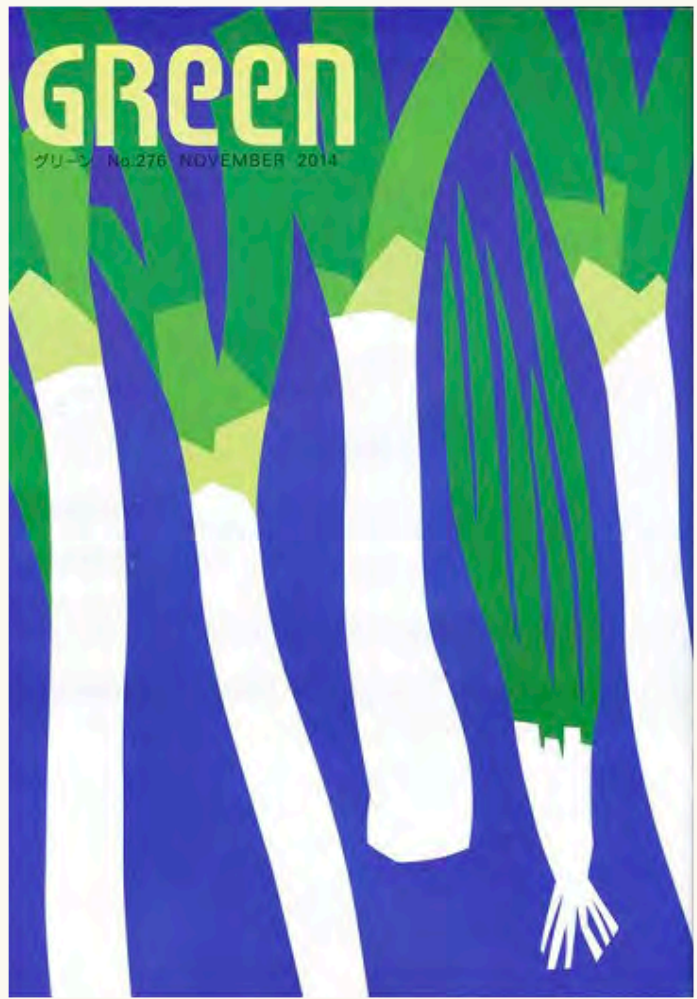




Futura Medium

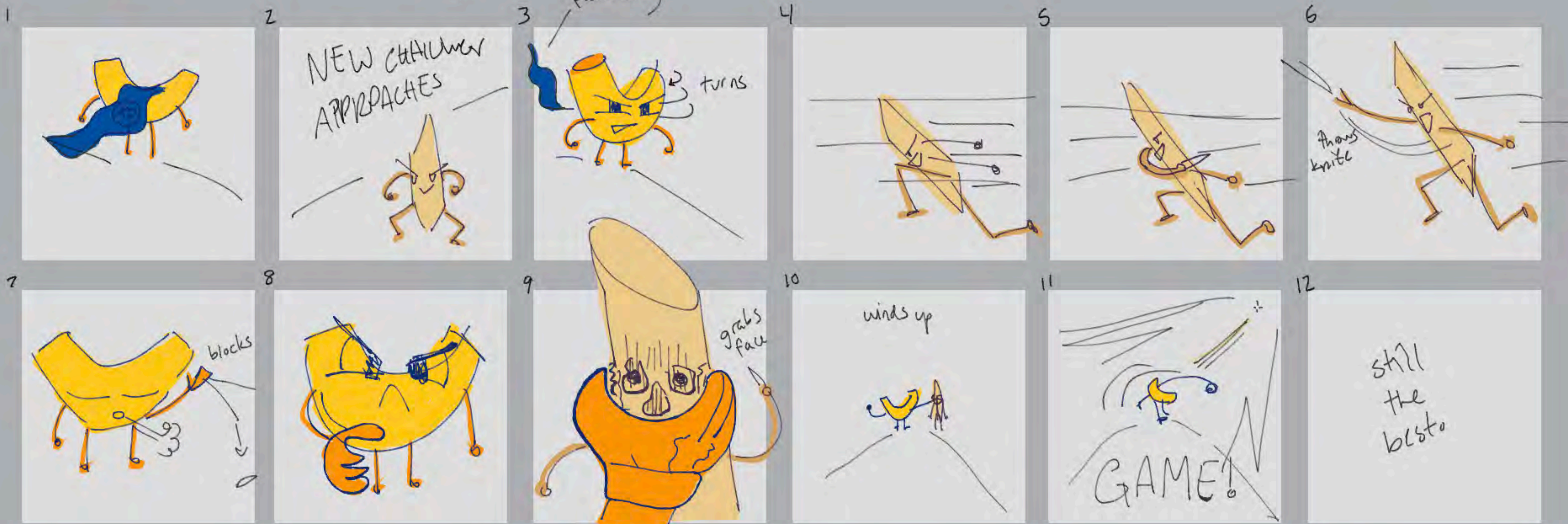


simple, textured shapes  
minimal + stylized  
no line art on illustrations?  
abstracted types of macaroni





- 10 seconds max
- new challenger approaches → the weakly attempt to fight → KD instakills them.



ad 1: Annie's. starts w "new challenger". Annie's takes first attack, running like a ninja, hurdling throwing-penne-knives, KD deflects + grabs Annie by the face. There is a pause, then sonic's "Oh No!" and KD one-punch-mans Annie. (smash KO sound effect)

ends w "KD: still the best" still the Champion of mac n cheese.



- 10 seconds max
- new challenger approaches → the weakly attempt to fight → KD instakills them.



ad 2: ramen. KD chillin in a bowl? he gets ambushed by ramen → an epic jump-kick attack, which hits! but KD was a decoy! — ramen kicked a rock? half painted? KD suddenly anime teleports behind ramen, "omae wa mou shinderu", minecraft anvil sound, mario death sound effect, (he gets punched into a pile of dust)