Nestlé Crunch

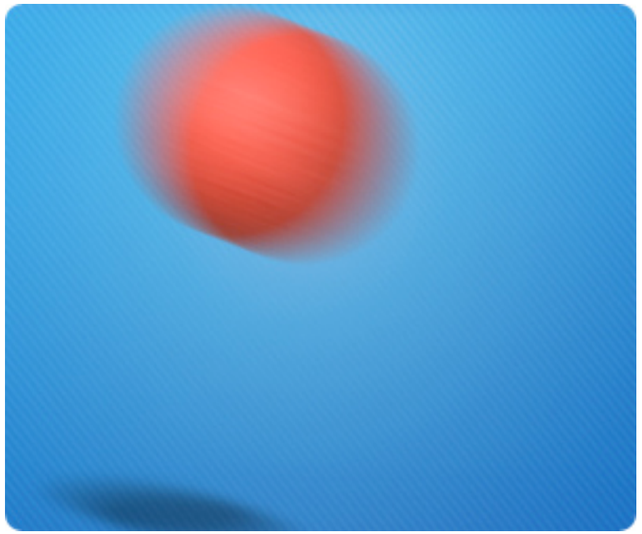
When Looking Good Was Elementary

Creative Concepts

05.27.09

SWEET MOMENTS START HERE (rich media)

For this execution, we would start the yearbook process in the banner, enabling users to upload their pictures. We would then direct users to the facebook to complete the development of their class picture.



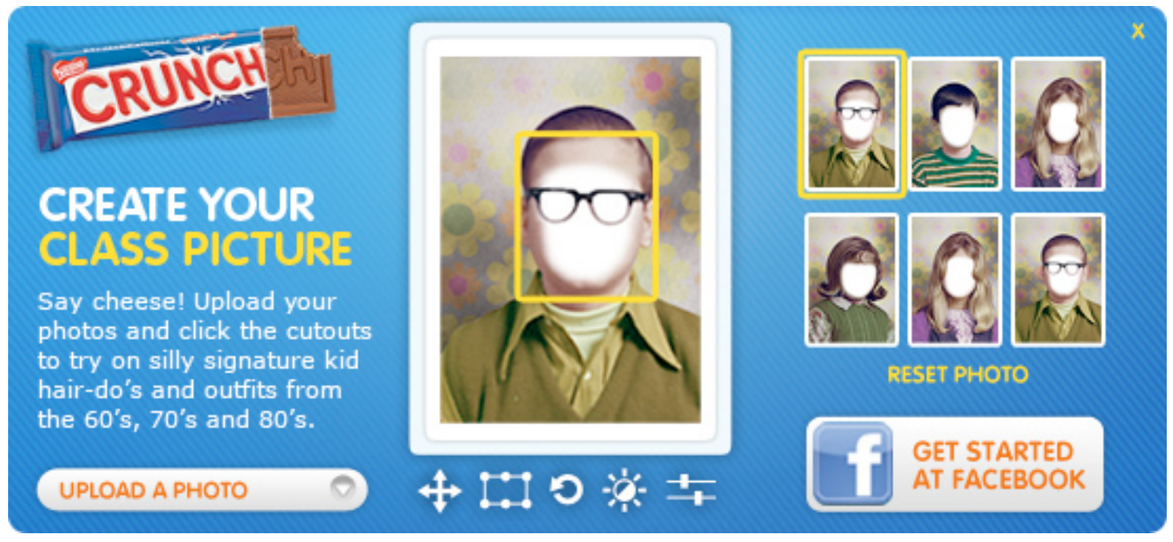
CRUNCH
WHEN 9-TO-5 WAS
THE SCORE OF YOUR
KICKBALL GAME.

CRUNCH
ENJO
OF BE

Cont...

CRUNCH
ENJOY THE SWEET TASTE
OF BEING A KID NOW.

CRUNCH
UPLOAD YOUR PHOTOS TO
CREATE HILARIOUS CLASS PICTURES.
ROLL OVER TO START


CRUNCH
CREATE YOUR
CLASS PICTURE
Say cheese! Upload your photos and click the cutouts to try on silly signature kid hair-do's and outfits from the 60's, 70's and 80's.
UPLOAD A PHOTO
RESET PHOTO
GET STARTED AT FACEBOOK

WHEN YOUR ONLY
REAL JOB WAS TO
ENJOY BEING A KID.
CRUNCH

CRUNCH

Cont...

CRUNCH
EXPERIENCE THE SWEET TASTE
OF BEING A KID NOW.

CRUNCH
EXPERIENCE THE SWEET TASTE
OF BEING A KID NOW.

CRUNCH
UPLOAD YOUR PHOTOS TO
CREATE HILARIOUS CLASS PICTURES.
ROLL OVER TO START

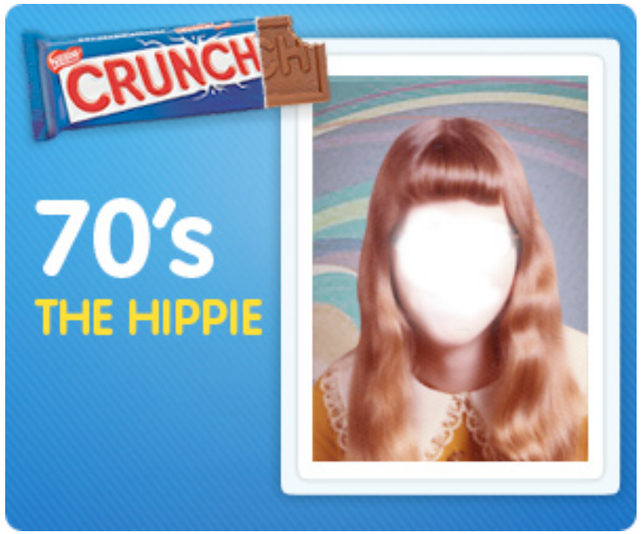
CRUNCH
CREATE YOUR
CLASS PICTURE
Say cheese! Upload your photos and click the cutouts to try on silly signature kid hair-do's and outfits from the 60's, 70's and 80's.
UPLOAD A PHOTO
RESET PHOTO
GET STARTED AT FACEBOOK

CHANGING LOOKS (rich media)

This approach would feature hair styles that were indicative of various time periods. The banner would zoom in on hairstyles as they evolved over the decades. The user can then upload their photos within the banner space, and try on silly signature kid hair-do's from the 60's, 70's and 80's.

CRUNCH
WHEN A BAD HAIR DAY WAS THE DAY YOUR MOM MADE YOU WASH IT.

CRUNCH
60's
BEE HIVE


CRUNCH
70's
THE HIPPIE

Cont...

CRUNCH
80's
THE SIDE
PONYTAIL

CRUNCH
ENJOY THE SWEET TASTE
OF BEING A KID NOW.

CRUNCH
UPLOAD YOUR PHOTOS TO
CREATE HILARIOUS CLASS PICTURES.
ROLL OVER TO START

CRUNCH
CREATE YOUR
CLASS PICTURE
Say cheese! Upload your photos and click the cutouts to try on silly signature kid hair-do's from the 60's, 70's and 80's.
UPLOAD A PHOTO
Select a hair-do:
60's
70's
80's
RESET PHOTO
GET STARTED AT FACEBOOK

SUPERLATIVES (standard unit)

This execution showcases the wide range of "bests" among our grade school images, and invites users to vote for their favorite superlatives at Facebook, and to create and nominate additional superlative candidates.

CRUNCH
WHEN YOUR WORK PERFORMANCE WAS SCORED IN STARS.

CRUNCH

CRUNCH
MOST INFECTIOUS LAUGHER

CRUNCH
MOST CREATIVE HAIR TWIRLER

CRUNCH
FUTURE PRESIDENT

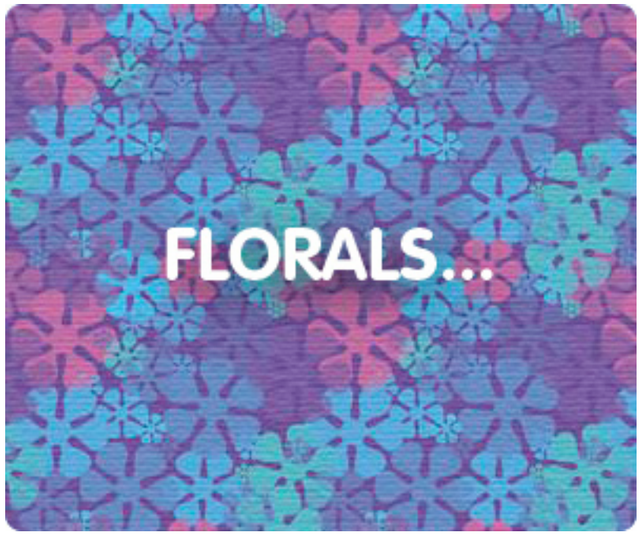
CRUNCH
Win a box of Nestlè Crunch!
CREATE YOUR OWN CLASS PICTURE.
AND VOTE FOR YOUR FAVORITES.
CREATE YOUR PICTURE NOW

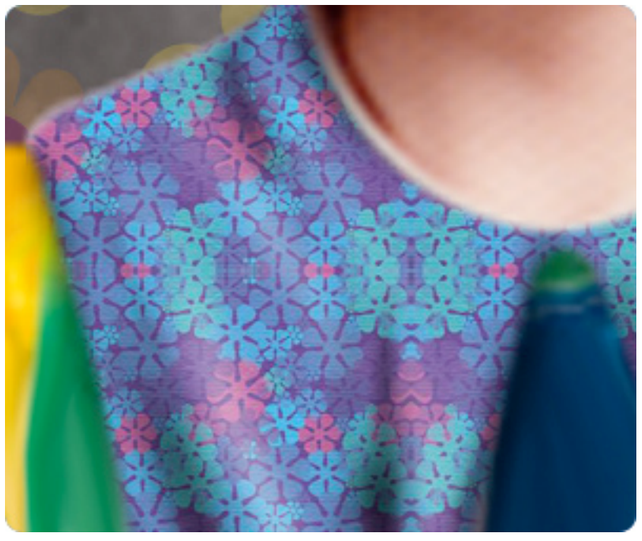
TEASE THOUGHTS (standard unit)

For this standard Flash execution, we would build on phrases describing common characteristics of all of our grade school pictures. We would then reveal an image of a grade school shot that personifies those phrases, with a twist line.

PLAIDS...

TIE-DYES...


FLORALS...



CRUNCH
WHEN YOUR OUTFITS WERE LOUDER THAN YOU WERE.

CRUNCH
Win a box of Nestlè Crunch!
CREATE YOUR OWN CLASS PICTURE.
YOU COULD WIN A BOX OF NESTLÉ CRUNCH.
START NOW