

**Food and Drink
Federation**
www.fdf.org.uk



A Kartoffel Films Pitch

Idea 1

“This is how much salt can generally be found in a” Opens with a bird's eye view of a breakfast table with a china plate in the middle. A family are sitting around the table, off camera but interacting as they would during breakfast time. The focus is on the china plate. A voiceover is informing us of “shocking “ statistics regarding the health of some of our most well-known food brands. Using animation, with possible stop-frame animation, a flow of the “nasty” ingredients pour onto the plate, spell out the names of some of the companies that now subscribe to the FDF program. The voice over continues to explain about the work FDF does with these companies and the ingredients on the plate move around and form pie charts and other animated ways of visually informing the viewer. Whilst this is all going on the family sitting around the table are interacting with each other apparently unaware of what is happening on the china plate and, depending on the context of the voiceover could be assisting by adding props into shot, such as a newspaper or mobile phone. Throughout the video, there are various cutaways of interviews with company employees and nutrition experts. These can be introduced via the props scattered around the table, such as a video appears on the mobile phone, or a still shot on the front page of the newspaper that becomes animated. They cut to full-screen cutaways.

Variations

- Could use a variety of locations such as school canteens, coffee shops, offices, etc.
- Instead of just showing the unhealthy ingredients from a product, a chocolate bar, breakfast cereal or a tea bag, it could unwrap and strip itself of its ingredients, separating the good ingredients from the bad.
- A little camera movement rather than a fixed camera might make it feel a bit more organic.
- Can use match on match with the plate to other cutaways such as a cut to the factory where the products are made.
- A hand could empty a sachet of chemicals onto the plate as the voiceover identifies what they are and then, with animation, they could mix up and form the pie charts and other information.

Mood Board







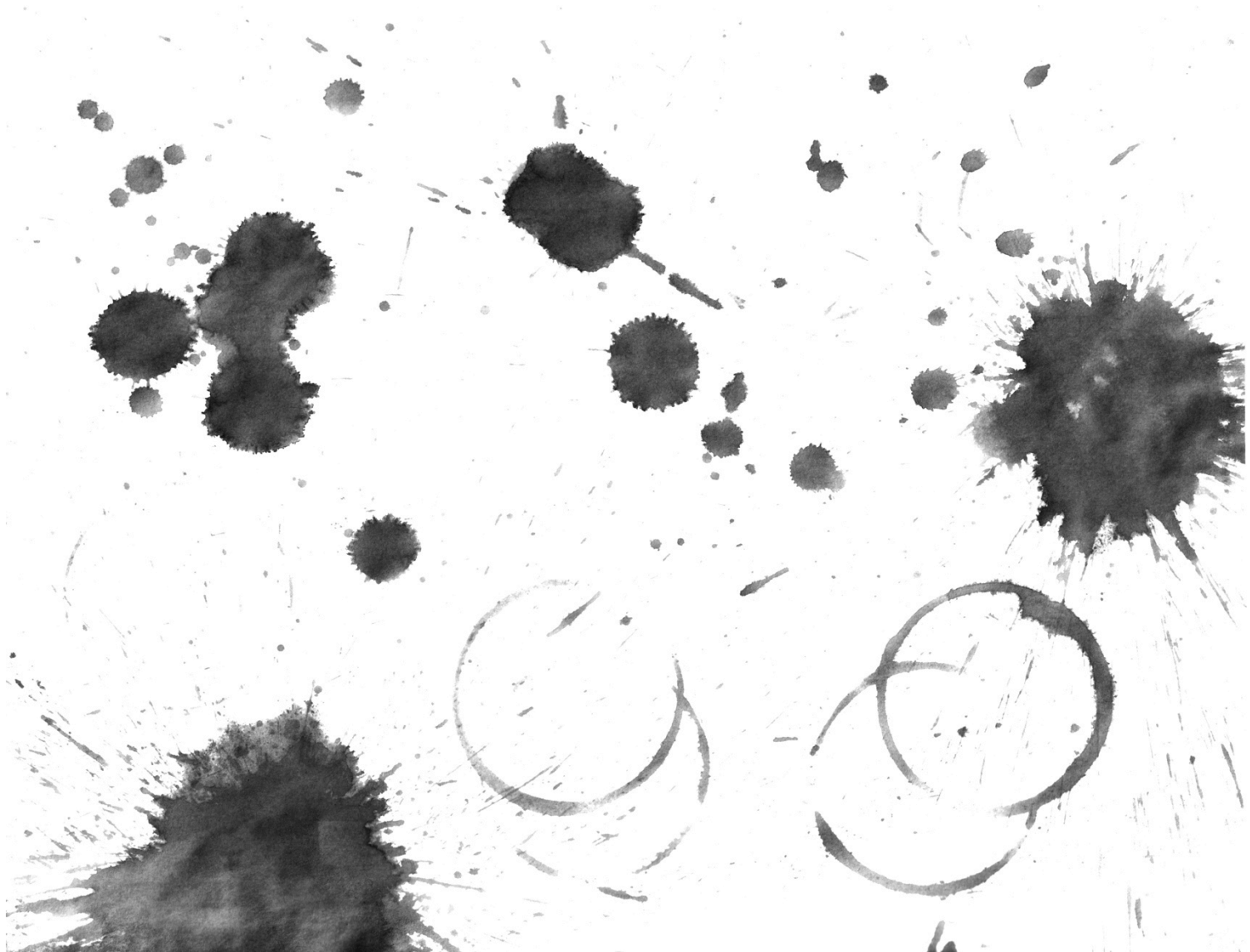
Idea 2

Using a variety of situations, information is animated from the side of food-related materials. A close-up of a menu sits on a table and next to it lies a cup of black coffee. As the hand picks up the cup a bit splashes onto the menu smudging the writing. Using animation, as the coffee (close-up) trickles down the page is smudges more of the ink. This triggers the story, with a spiral of animated figures and information appearing on the paper. A history of how products are made, what ingredients have been used and why. Interviews with experts can be shaped with the spilt coffee animating, as they merge into real life interviews. Almost as if being drawn on the paper, tractors are sketched and animate to show how productions work. With a brief time spent using the menu as the template for the story, the video cuts to a close-up of a hand slamming down a sports drink during an exercise session. As the shot closes into the bottle, condensation runs down the side of the bottle. The drip meanders its way down spelling out more information about how the products have been reformed. When the drip reaches the bottom the hand comes back into shot and grabs the bottle. We can end with more interview and any other relevant information.

Variations

- Could use red wine or spilt salt instead of coffee.
- The background could illuminate to add a more stylish approach.
- The same with the other ideas cuts to interviews and stock footage can happen without any transition.
- The animations can be similar to the **Never Stop Advancing -- Incremental Innovation** <https://www.youtube.com/watch?v=qq4CYMAbvp8#t=13>
- Can use other location such as crumbs from a biscuit, tea leaves from a teabag, etc...

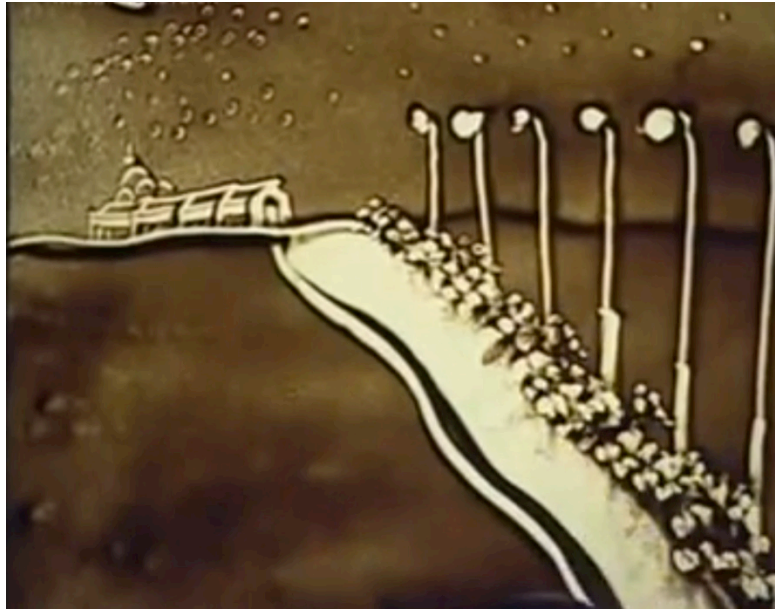
Mood Board











Kseniya Simonova is an Ukrainian artist who won Ukraine's Got Talent 2009. She uses a giant light box, dramatic music, imagination and "sand painting" skills to interpret Germany's invasion and occupation of Ukraine during WWII.

<https://www.youtube.com/watch?v=Cri7aQHRT7k>

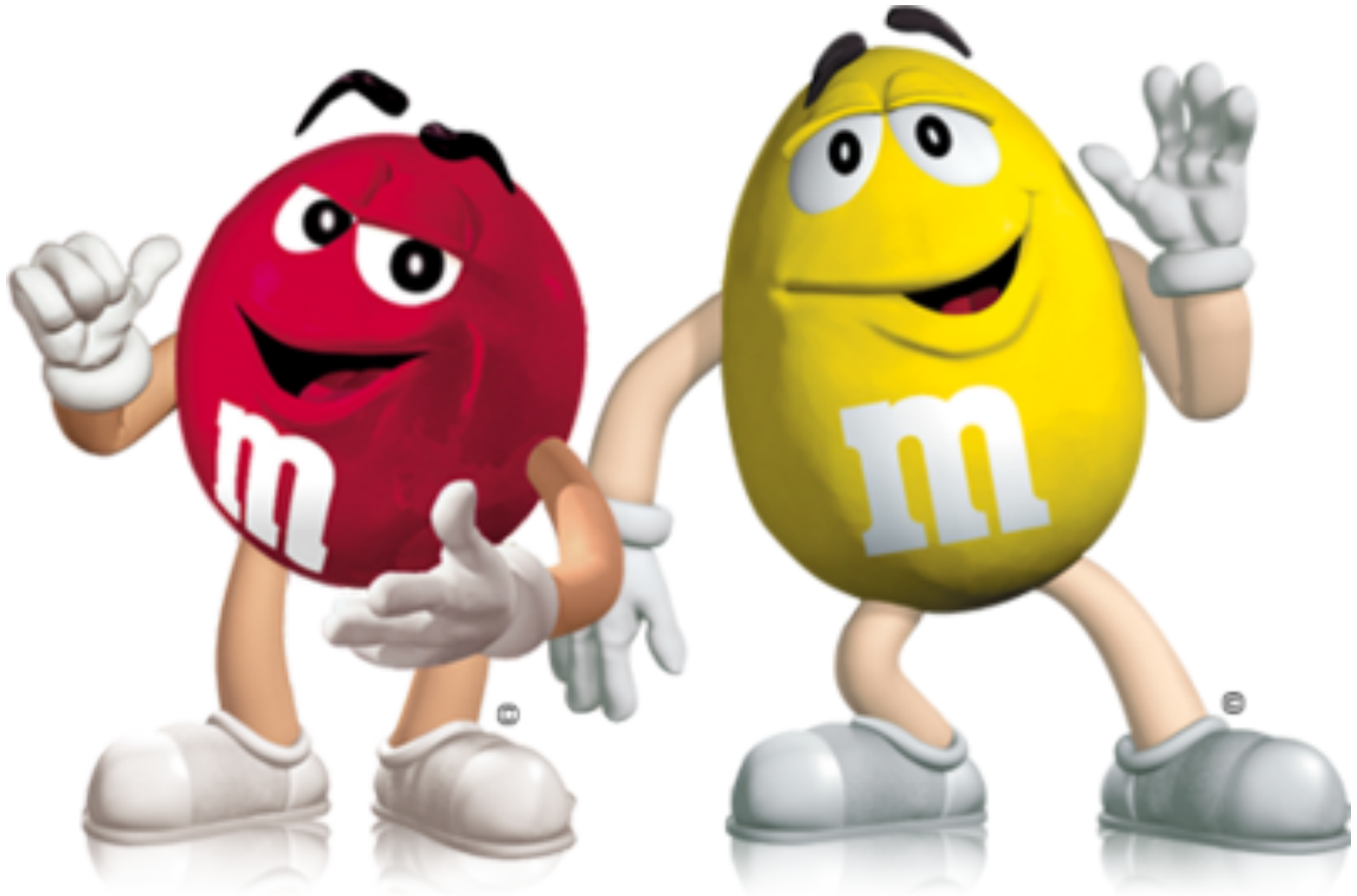
Idea 3

Two animated products (a box of cereal and a chocolate bar), one wearing a sweatband and the other carrying a gym bag, are waddle towards a “gym like” building. Through the glass windows, other well-known food and drink products are running on treadmills, lifting weights and stretching on mats. A big sign atop the building reads “FDF Food and Drink Federation”. Inside products are being monitored by animated FDF “instructors”. Using activities that can be found in gyms and leisure centres, correlate between how the products reduce fat, salt and sugar quantities throughout their visit. For example, one product could be jogging on a treadmill whilst another product standing next to the treadmill is being measured by an instructor. On his clipboard, it just reads “FAT’ with a line graph that’s shooting downwards. Another couple of products are leaving the steam room. One jumps on the scales. A close-up on the scales indicates a reduction in salt. The video can cut between interviews with experts and company officials using actual footage and stock footage of factories. One product is having an examination in an assessment room. All the information about how the product has improved is explained by a voiceover and demonstrated on screen by the animated instructor.

Variations

- Can be shot using actual footage with animation laid on top.
- Sports such as tennis, swimming, squash can also be included.
- Different characterisations of some branded products which will give them a bit more personality. How they walk and interact with each other.
- The instructors could be animated or real life people.

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Idea 4

A very simple idea that shows well-known products that are part of the FDF program sit on a white background. A voice over explains the concepts and workings of the scheme. Upon first inspection, the products, that are intermittently displayed, appear like they are in their normal, regular packaging, but with a second look, some of the branding or information has been changed slightly to inform the viewer of the changes. For example, a box of cereal with the “free inside” logo message now reads “10 years of life free inside!!”. On a Snickers bar under the logo it reads “Packed with more of the good stuff that won't kill you!!”. Close ups of Nutritional Information now reads “Salt Content.... Don't make me laugh!!, Saturated Fats per 100g... Too few to count!!!, etc.” The voiceover will explain all the information that needs to come across and cut to actual footage of interviews and locations to demonstrate the changes and provide more in-depth information.

Variations

- Other ideas could include:
 - Competition labels.
 - About products information labels.
 - The name of the product could be played around with.

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Honey Nut Cheerios



Nutrition Facts

Serving Size 3/4 cup (28g)
Servings Per Container

Amount Per Serving	Honey Nut Cheerios	with 1/2 cup skim milk
Calories	110	150
Calories from Fat	15	15

% Daily Value**

Total Fat	1.5g*	2%	3%
Saturated Fat	0g	Too few to count	
Trans Fat	0g		
Polyunsaturated Fat	0.5g		
Monounsaturated Fat	0.5g		
Cholesterol	0mg	0%	1%
Sodium	190mg	Don't make me laugh	
Potassium	115mg	3%	9%
Total Carbohydrate	22g	7%	9%
Dietary Fiber	2g	8%	8%
Soluble Fiber	less than 1g		
Sugars	9g		
Other Carbohydrate	11g		
Protein	3g		

Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B6	25%	25%
Folic Acid	50%	50%
Vitamin B12	25%	35%
Phosphorus	10%	20%
Magnesium	8%	10%
Zinc	25%	30%

* Amount in cereal. A serving of cereal plus skim milk provides 1.5g total fat, less than 5mg cholesterol, 250mg sodium, 320mg potassium, 28g total carbohydrate (15g sugars) and 7g protein.

** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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cheerios.com



250ml e

PLEASE KEEP ME COLD
This product must be kept refrigerated at 0-5°C before and after opening. Once opened, consume within 2 days. For one-oz. size use only. Gently refrigerated like milk. Shake it up baby.

Nutritional Info		(per 100ml)
		2017J (195ml)
Energy		0.3g
Protein		13.1g
Carbohydrate		18.4g
(of which sugar*)		0.1g
Fat		0.1g
(of which saturated)		less than 0.1g
Fibre		1.4g
Sodium		22mg
Vitamin C		22mg
	(35% RDA per 100ml)	

*Sugars listed separately in the label

3 GOOD REASONS TO DRINK THIS SMOOTHIE

1. THERE ARE 2 PORTIONS OF FRUIT IN EVERY BOTTLE
2. IT PROVIDES YOU WITH 15% OF YOUR RDA OF FIBRE
3. IT GIVES YOU THE GOODNESS OF 5 DIFFERENT TYPES OF FRUIT

I surely fix.

Ingredients:
Fruit,
milk,
refined but firm.



innocent®
pure fruit smoothie
the innocent
peoples label*
*written by Chico



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Procrastination. What's it all about?
Basically it's about finding absolutely anything to do which will keep you from doing really important work. Like that assignment that was due a week ago, or cleaning your bedroom. Anything goes when it comes to procrastinating. Like researching how many types of banana there are, or counting your eyebrow hairs. Even reading labels counts as a valid form of procrastinating, but we will keep ours short and sweet. Go on now, back to work, you scuffling. No more label-reading for you. Tsk tsk.