



Chef Ketchup


For Havas | Jess and Jessie

The Brief



The Audience:

25-30 singles, 30-40 family buyers
Focus on Chef Ketchup (been around since 1921, made in Cabra).




The Ask:

New, fun, appealing and creative way to get people to buy Chef ketchup.

Don't compare to Heinz.

The Belief:

Chef will deliver on taste and add a special kick to mealtimes, and bold flavour to every meal.



Mandatories:

1x pack shot in visuals.
Radio should mention Chef Ketchup twice.



Mealtimes can be a bit of a **drag.**
**Trying to decide what to make, day in
and day out...**





When dinner gets boring, who do you
turn to to guarantee some **drama**?





**For Every Drama,
There's Chef**





MANIFESTO

Of all the condiments, it's a well known fact that ketchup is the most dramatic – that bold, red, attention seeking colour?

The slow, sultry pour from a glass bottle, like a pouting lip?

Always leaving behind remnants of their tangy taste, refusing to be forgotten, like a waft of perfume on a pillow?

The true mark of a drama queen. A drama Chef, if you will.

So when mealtimes are getting you down, things are feeling a bit... bland, and all hope for a flavorful meal is lost –

Chef is always there to add the drama.



KEY VISUALS





RADIO



VO1: (*Man, transatlantic accent*) I have just one question: Where were you on the night of the murder?

VO2: (*Woman, transatlantic accent*) Let me paint you a picture, detective. The party had ended, but the party's never really over when Doug's involved. Says he, why don't you all come back to mine, and we'll continue this little soiree there? He promised a good time, so the group of us – myself, Bugsy, Marla, Jimmy and Adelaide – we all headed back to his. Drinks were poured (*SFX drinks pouring*), jokes were shared (*SFX laughter*), and suddenly Doug says “Hey gang – I have a surprise for you all, how about you just wait right here?” And off he goes. So we wait, and wait, and wait, till the clock almost did a full quarter. Jimmy, I think, says “Doug's certainly taking his time.” I offer to go check – we had once been sweet, myself and Doug, you see – so I head upstairs to his room. (*Breath hitches, she tries not to cry*) And that's when... when...

(*SFX: Ketchup spurting from a bottle, laughter*)

VO3: (*Irish*) Will you both sit down and eat your dinner!? And give me the bottle of Chef!

VO4: (*Brand*) Add some more drama to your mealtimes with Chef Ketchup.



VIDEO - 1/2

New York, 1970's. Down a dark alleyway, there's police lights flickering. Our detective, **Les**, walks up to her partner, **Stan**. As Les pulls up the police tape to walk under it, we see a body, covered by a sheet. Stan turns to look at her.

Stan: Detective.

Les: Detective.

Stan: Another day, another murder.

Les: Well, Stan. Is it our guy again?

Stan: *(Nods somberly)*. 'Fraid so, Les. At least, it looks like it. Same MO as the last six murders.

Les: *(Shakes her head)* This is getting out of hand.

Stan: The Media will have a field day with this.

Les: Can you blame them, Stan?





VIDEO- 2/2

(They both pause, staring at the scene in front of them).

Stan: *(Sighs)* Who would have thought you could kill one person with a regular old table fork, let alone 7 people? It's pure maniacal evil.

Les: *(Looks off into the distance dramatically)* You know what this means? The New York Fork Murderer just struck again.

(SFX: Sound of a throat clearing).

Suddenly, the scene becomes a regular kitchen. A young woman sits at the table, two chips in her hand, a ketchup-covered chicken nugget speared on a fork on the plate. Her roommate stands in the doorway with a yoga mat.

Roommate: I think you need to get out more.

Chef logo comes up on screen.

Brand VO: Chef. Add some drama to your mealtimes.





OOH

We're going to take our idea to the streets and create some OOH drama.

Chalk outlines, splattered with Chef Ketchup, will appear in towns and cities around the country.

Not to worry, there'll be no real cause for concern - with "Chef" branded police tape surrounding the chalk outline, people will be able to see that the drama is all orchestrated, and that they have no need to ring 999 anytime soon.



IN-STORE ACTIVATION

As if we're not already adding enough drama to mealtimes, we're going to take it a step further with our In-Store product activation.

Limited edition bottles of Chef will come with a murder mystery case file to solve – the perfect activating for sharing over dinner.



IN-STORE ACTIVATION

Limited edition bottles that will add even more drama to mealtimes.



OOH

Attract some OOH attention with installations around towns and cities of Ireland.

RADIO

A 1920's murder mystery that highlights how Chef adds drama to your meals.



TVC & DIGITAL

A 1970's NYC cop tale, showing exactly how Chef adds drama to mealtimes.



KEY VISUALS

Using dramatic aesthetics to show just how much Chef can add to your dinner.

