



CELEBRATING OPINIONS IN 2017

Valentine's Day Content Brief

November, 2016

Date Briefed: November 3, 2016

Creative Agency: White Label UK

Key Contact: Ivana Markotic

Client: Laphroaig

Deadline for Response: November 10, 2016

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SUMMARY OF THE BRIEF



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Requirement/ Deliverable:

Produce and film a Valentine's Day for the Laphroaig #OPINIONSWELCOME campaign capturing four pairs of singles on a blind date sharing their blind tasting opinions on Laphroaig.

Content:

The holiday is Valentine's Day and the context is a blind date, but the topic of conversation and opinions elicited are all about the liquid.

Length:

1x Long edit which is 60-90 seconds in length
2x Short edits which are 15 seconds in length

Location for Filming: US

Filming Time: One Day

Timings:

Response to Brief: November 10

Filming: January 16

Live: February 1



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BACKGROUND INFORMATION



LAPHROAIG

Laphroaig (La-'froyg) literally means "the beautiful hollow by the broad bay." Born from the streams and blue peat smoke of Islay, Laphroaig is a Single Malt Scotch Whisky with a distinct taste and story in every bottle.

The secret to Laphroaig is that it benefits from the happy circumstances of where it is produced—next to ocean water and on land that gives Laphroaig a unique peaty taste.

It is one of only a few distilleries that still uses traditional malting floors and dries and infuses its own malt with the thick blue smoke from old peat-fired kilns.

10 Year

The original Laphroaig, distilled the same way today as when Distillery Manager Ian Hunter invented it over 75 years ago. In making Laphroaig, malted barley is dried over a peat fire. The smoke from this peat, found only on Islay, gives Laphroaig its particularly rich flavour. Those enjoying the 10 Year Old will first notice the bold, smoky taste, followed by a hint of seaweed and a surprising sweetness. This full-bodied variant is the foundation of all Laphroaig expressions and comes with a long finish.

Select

Laphroaig® Select is the result of an experiment gone superbly well. It's a dram that was chosen by our closest friends, the Friends of Laphroaig. Thanks to having spent time maturing in a range of European and American casks it tells the story of Laphroaig. Laphroaig Select is our most balanced whisky, sweet and artfully peated.

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Laphroaig is a unique whisky that you can't fail to have a strong opinion about. #OpinionsWelcome is an open-arms invitation for people to share their thoughts— positive or negative— on Laphroaig.

#OpinionsWelcome champions the offbeat, peculiar and individual way Laphroaig is described and revered by those who love it...or not. It is a simple, intriguing and inspiring call-to-action that will drive discussion and encourage people to share their own idiosyncratic ways of describing Laphroaig — it's always about the liquid that the opinion is being shared about.

With the launch of #OpinionsWelcome in 2014, Laphroaig introduced a microsite on their existing webpage to collect and showcase opinions and #OpinionsWelcome content (laphroaig.com/opinions).

“ THE ”
SWEAT
OF THE
SEA, SMOKY
PEAT AND BRINE
ACCOMPANY THIS
SYMPHONY
OF NUMB.
AWESOME

MATTHEW RYMER
FRIEND OF LAPHROAIG SINCE 2012

LAPHROAIG.COM/OPINIONS
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drink smart®

Laphroaig® 10 Year Old Single Malt Scotch Whisky, 43% alc/vol. ©2014 Laphroaig Import Company, Deerfield, IL

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PREVIOUS FILMS

Over the past three years we've maintained a consistent look and feel [tone, style, setting, filming] with the #OPINIONSWELCOME films.

Launch: https://www.youtube.com/watch?v=F_ivP4xqeZo

Poet Edition: <https://www.youtube.com/watch?v=OLCUbpD5vZE>

Thanksgiving: <https://www.youtube.com/watch?v=pZncVbn5sOA>

Father's Day: <https://www.youtube.com/watch?v=kN8OXwNExW8>



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THE BRIEF EXPLAINED



VALENTINE'S DAY FILM OVERVIEW

A blind date is more nerve-wrecking than a blind tasting test....but what if you combined the two?

For Valentine's Day we celebrate love (and hate) at first sight and sip by asking singles to be filmed on a blind date while trying Laphroaig Select for the first time— then sharing their opinions.

Much like the first date, the first sip of Laphroaig Select is the most memorable and this truth can be communicated about the brand by linking to potential lovers and haters.

We aim to capture the excitement and nervousness of a first date, putting Laphroaig as the central topic to see each dater's honest, no-holds bar opinion of the whisky and through their dialogue and body language we'll also understand their views of each other.



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STYLE

This video should follow the style and tone of previous Opinions Welcome videos. It's all about the Laphroaig liquid and that's what the opinions shared are about.

It is important to establish that this is a blind date from the beginning — the awkwardness of seeing each other the first time, the instant attraction or lack of it.

Establishing this, we then want to capture the initial reactions to the liquid and the chemistry that flows between the daters. We need to capture unscripted & spontaneous reactions.

In the edit we want to capture this in a speed-dating style — choppy and switching between the strong reactions and responses to the liquid. The number of cameras and set-up will be extremely important in setting up the bar environment but also ensuring we are capturing all the responses of the daters from as many angles as possible to ensure there is as much content as possible for the edit.

We will maintain the reveal as in previous films, with the daters pulling out the bottle from the unbranded case to show that it is Laphroaig: attempting to pronounce it and acknowledging whether they've heard of it before.

One day of filming is allocated to capture the pairs.

QUESTIONS & STEERING

As the films are unscripted and guided by the authentic response of individuals trying the liquid for the first time, it is really important that the correct prompt questions are guided by the director.

Having created numerous #OPINIONSWELCOME films, content and brand guidelines for Laphroaig, White Label already have a good understanding of what works and would like to work collaboratively with the director to achieve an agreed list of questions.

These questions must incorporate natural brand nods — remaining premium and ensuring they result in the best responses that can tied in easily in the edit.

We will also use the questions to explore myths and cliches about whisky, aiming to show that it's not a 'boys only' club and that you don't need to understand the category to have a strong opinion on it.

CASTING

Taking into account Valentine's Day, we need to ensure the matched couples are a realistic pairing.

We are looking for four pairs of singles in various ages — 20s, 30s, 40s and older!

We are looking for the pairings to have different opinions about the drink. It is important that not all males love or hate the liquid, and not all females love or hate the liquid; there needs to be a mix.

We are looking for individuals who can give eloquent, articulate and enigmatic opinions – as this is still the ultimate focus of the film. We continue to search for the random, left field, considered and creative description of the liquid.

This film is designed to entertain – we will find characters who make us laugh, be this through extroversion or introversion — We want humour and people who can deliver brilliant turns of phrase in a confident and verbose way.

In the past we have cast comedians and performance poets. [although for buyout reasons we must avoid members of SAG]. The benefit to finding these types is that they tend to be confident on camera and are also articulate when coming up with opinions. They also take direction well allowing us to give them beats so that they can lead the conversation without having it feel staged or contrived.

Cast must have American accents and be over the age of 25 (and look over 25 as well).

Additionally, no history of alcohol or drug offences.

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LOCATION & SET UP

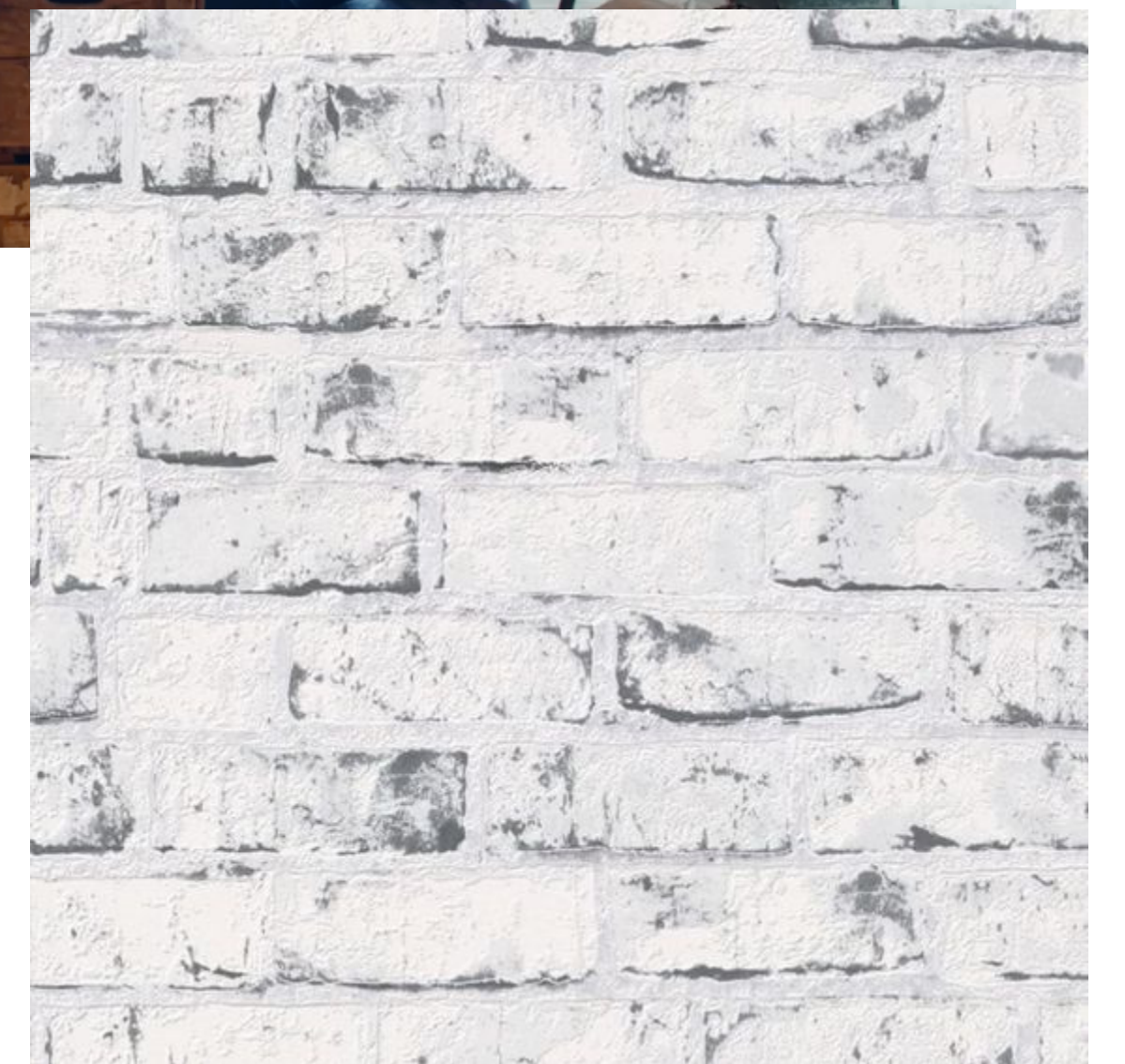
We are looking to continue using the same location look and feel as previous films: a light and spacious warehouse type venue with an exposed and distressed white brick wall in keeping with previous films.

With the Valentine's Day film, we are looking for a bar setting that has the distressed white brick wall in the background [probably easier to set this up as the warehouse feel is paramount].

The location can be distressed looking with a lived in feel, but it should not look dirty or unwelcoming.

Due to ease of casting American individuals in the states, the location will need to be in the US.

The set up should be minimalist to let the hooks and our characters/opinions take center stage



FORMATS

1x Long edit which is 60-90 seconds in length

2x Short edits which are 15 seconds in length

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CONSIDERATIONS

A few items to consider ahead of your response:

- When casting, we never reveal the name of the brand that the film is about to ensure this doesn't sway the individuals in researching or trying the liquid
- During filming the brand is still not revealed—the case is wrapped up to ensure the opinions shared are unscripted and true to the individual tasting the liquid for the first time. There is a reveal at the end of the film.
- For these videos, we need to ensure there is a mix of people “for” Laphroaig and those “against” and that not all the males are “for” Laphroaig
- Authentic responses from real people — we can't use actors as SAG laws limit the amount of time the content is live and they feel too “scripted.” Additionally, there are agent ties and costs are much higher when using professional actors.
- Unscripted, natural dialogue needs to occur which is prompted by pre-determined questions the director will steer
 - Work closely with White Label to identify an approved set of questions
- American accents for cast
- Individuals must be and look over 25 years of age

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YOUR RESPONSE:

TREATMENT



BUDGET



CAST OPTIONS



LOCATION/SET-UP IDEAS/ CAMERAS



TIMINGS

RESPONSE TO BRIEF WITH BUDGET, TIMELINE:

NOV. 10

WL TO CONFIRM PRODUCTION AGENCY:

NOV. 11

FILMING:

JAN. 16

LIVE:

FEB.1



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WHAT'S YOUR OPINION?

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