



white label

Making Drinks Famous

FRIENDS FOR LIFE?

Q4 2017 Content Proposal

FRIENDS FOR LIFE?

FRIENDSHIPS ARE BUILT ON SHARED EXPERIENCES. WE TAKE A JOURNEY WITH 4 PAIRS OF BEST FRIENDS AS THEY ENCOUNTER LAPHROAIG TOGETHER FOR THE FIRST TIME.

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1. OVERVIEW

We know that whisky is driven by referral from friends and family and we know that many people first try a new whisky in a social on premise environment.

‘Friends for life’ draws on this truth putting best friends into a shared new environment in which to experience a memorable first time encounter with our polarising dram.

These films are designed to capture a more on-premise feeling environment [whilst remaining true to previous brand content pieces] with the intention of inspiring association and empathy with viewers who will then wish to share the content with their friends via FB or other channels.

Out of the primary shoot we’re creating a number of different length assets optimised for different platforms and media utilisation.

2. FORMATS

7 X ASSETS

- ▶ **1 x 90 second** - This principal longer form piece will show the full process of our 4 x first time friends experiment. Breaking the 4th wall we'll show the friends getting ready, talking off camera etc before we put them into the tasting room. In the tasting room we'll become more focused on the moment of the 'first time' to ensure that it has the required dramatic impact.
- ▶ **2 x 45 second** - We take our favourite 2 sets of friends and cover their first time experience in more detail
- ▶ **4 x 15 seconds** - We create 3 teasers of our preferred pairs and in classic Hollywood style, we create a rapid fire 'Friends for life' trailer that sets up the premise with supers or even voice over, dramatic music, dramatic close ups of reactions, emotional statements etc



3. CASTING

We'll cast 4 pairs that span a good mix of ages and ethnicities to ensure a broad level of diversity as befitting the Laphroaig drinker

We propose 3 sets of male friends and 1 x pair of women

NB ANY DATA ON DESIRED AUDIENCE DEMOGRAPHIC THAT COULD HELP INFORM OUR CAST CHOICES WOULD BE IDEAL

As a rough guide:

Pair 1 - male, mixed ethnicity, age 40's

Pair 2 - male, white 60's

Pair 3 - male, mixed ethnicity, 20's

Pair 4 - female, mixed ethnicity or white, 30's

NB: THE PROPOSED 'ETHNICITY' WILL BE MOSTLY LED BY THE CASTING PROCESS, WE'RE MOSTLY LOOKING FOR A BROAD RANGE OF GENUINE AND ENTERTAINING BEST FRIENDS THAT



4. CONSIDERATIONS

- Due to the subject matter we're better suited to a standard landscape movie format. The FB vertical format is better suited to solo person shots.
- We need to set the 'first time' premise early [first 5 seconds] and to get the brand visible in the opening moments
- How to maximise sharability on FB via friends? CTA to hit share??
- Need to quickly communicate that they're not actors
- Content referencing FB other best friends moments?

5. TREATMENT / 60-90 seconds

Our flagship piece capturing the diverse first time experiences from 4 sets of best friends



5. TREATMENT / 60-90 seconds

Scene 1

Based on advice from FB on content optimisation we need to ensure that the premise is set fast and that the brand is also revealed within opening seconds.

We open on pack shot of Laphroaig with 2 glasses beside it

Supers appear with something like;

TWO FRIENDS
A FIRST TIME TO REMEMBER

or
TWO FRIENDS AND A WHISKY FIRST

or
DO YOU REMEMBER YOUR FIRST LAPHROAIG?

or
LOVE AT FIRST SIP?

or
A FIRST TIME TO REMEMBER?

or

DIVIDING FRIENDS SINCE 1815?



NB we need to look at copy on this...Henry to be briefed...I like the 'dividing friends' line but think it may be viewed as too negative due to alcohol abuse implications

5. TREATMENT / 60-90 seconds

Scene 2

We open on fast cut and tightly cropped interviews with the 4 pairs, the backdrop is a corner of the set, it's deliberately informal and we hear the directors voice asking questions to break the 4th wall and quickly convey that this is 'real' and the friends are not actors.

Through dialogue we quickly establish that they're all best friends, we hear how long they've known each other and discover some of the things that they disagree on...

We hear of things that friends may have both experienced together but that one loves one and one hates. We establish that this is a first time experience for them all and that neither of them knows what they're going to be trying for the first time.

They then get handed an envelope containing the name 'Laphroaig' Neither of them can pronounce it and they hazard guesses at what they think it is? .."I think it's a kind of cheese" etc



5. TREATMENT / 60-90 seconds

Scene 3

Our friends then enter the 'first time' set. It's in keeping with previous OW films but crucially has a raised bar area and 2 stools so that the friends sit as if side by side at the bar and we can see them facing us as well as cameras.

As they enter they realise that it's a spirits..a whisky even...they sit down, share stories of previous bar occasions, they are excited...apprehensive, keen to get started.

They open the bottle pour the drink, toast each other and begin! we capture the first time moment in detail, face reactions, sounds, close ups on details like eyebrows. We then get their initial opinions, do they both like it? does one hate it? are they surprised, what does it remind them of? We get a typical array of OW style descriptors and we can see that the process of discovery is fun regardless of their opinion.

We look to include a reference to sharing on FB to encourage audience to make this leap.



5. TREATMENT / 60-90 seconds

Scene 4

We end on a pack shot overlaid with some closing dialogue from the friends.

The CTA is to the point and encourages more first time sharing which indirectly encourages people to share the content with their best friend.

DO YOU REMEMBER YOUR FIRST LAPHROAIG?

SHARE YOUR FIRST laphroaug

WHO WOULD YOU SHARE YOR FIRST TIME WITH?

A FIRST TIME TO REMEMBER



NB Henry to be briefed on copy.

6. TREATMENT / 30-45 seconds

2 FILMS EACH FOCUSING ON ONE PAIR OF FRIENDS



PAIR 1



PAIR 2

6. TREATMENT / 30-45 seconds

For the medium length pieces we mirror the flow of the 90 second edit but focused solely on one pair allowing us to get a more personal insight into their first time experience.

Depending on the content we get, we may start these edits further into the story i.e. a horrified reaction, some outrageous laughter, a disagreement... followed by the opening packshot.

We then see their journey as per long edit narrative and ending in the dramatic reactions or vignette of repartee witnessed at the opening.

The conclusion is same as the 90's wit pack shot and a CTA to share with friends



7. TREATMENT / 15 seconds

3 x 15 seconds teasers featuring our best 3 pairs
1 x 15 second trailer to advertise the longer form edit.



PAIR 1



PAIR 2



PAIR 3



THE TRAILER!

7. TREATMENT / 15 seconds

We will cut three shorter length 15 second edits each featuring one of the pairs.

We have little time to establish any set up so will probably cut straight to the First Time tasting and the reactions it evokes.

The CTA will be aimed at directing people to watch the longer first time versions on our website



7. TREATMENT / 15 second Trailer

Our final 15 second will be more of a teaser to drive excitement and awareness for the other films.

To grab the most attention and to portray a Laphroaig First Time as a significant occasion, we adopt a Hollywood style trailer approach.

We use dramatic music and fast cuts showing big reactions across the emotional spectrum. We get a sense of the drama, fun and wild reactions that can be expected from a first time encounter with Laphroaig.

The idea of this piece is to celebrate and amplify the idea of First Time and encourage people to click through to watch the longer edits.



8. A WORD ON MEDIA?

Best friends often go to the cinema together.

Could we look to partner with an independent cinema chain to show our Friends for Life? film as an advert before main features?

The activity could be supported by PoP's conducting first time sampling opportunities with a focus on friends to see whether they can agree on their opinions of Laphroaig.



9. NEXT STEPS

TBC [IVANA TO COMPLETE]