



# SHARED PLATE

JETBLUE + COCA-COLA

DEAR TOM,

In today's divided times, food remains the one thing capable of bringing people together - which is what we aim to do.

That's why we're looking to create a pop-up restaurant, featuring a well-known chef, that harnesses the power of food to bring strangers together at a busy airport terminal for a rare and beautiful moment of human connection.

Your bold, cinematic aesthetic and character-driven narratives would be perfect for the sort of storytelling we're looking to do. Our piece needs the deft touch of a director who can balance art and message to create an engaging piece that people will want to watch, share, and be inspired by.

We'd love to push the story we want to tell with you to create something that is beyond tasty.

Thank you for your time.

Best,

*The creative team at Mullen Lowe NY*



## THE INSIGHT

The airport is full of travelers from all over the world, yet people rarely interact with one another.

## INTRODUCING: SHARED PLATE

Shared Plate is an in-terminal pop-up restaurant that gives travelers the chance to get a meal before they take-off.

The catch? They must eat with a complete stranger. Oh, and there are no menus.

Instead, the family style meal will be created by a well-known chef based on the hometowns of each diner. So, if one traveler is from Vienna, Austria and the other is from Atlanta, Georgia, our chef will create a unique dish influenced by both cultures right there on the spot. An improvised symphony of flavors and cuisines.

This activation brings people together at the airport, in a way that feels natural and authentic.

Because bringing people together is what food does best. And these days, that's something we need more of.

We're looking to film this activation at T5 and capture the experience and the connections made.





A female chef with blonde hair tied back, wearing a black toque and a white chef's coat, is shown in profile in a professional kitchen. She is holding a plate with a prepared dish. The kitchen background features stainless steel shelves with various kitchenware, a checkered backsplash, and a stove. The lighting is warm and focused on the chef.

THANK YOU