

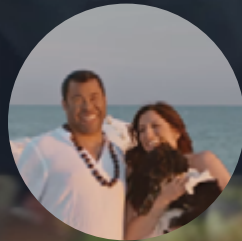


AvoSeedo 

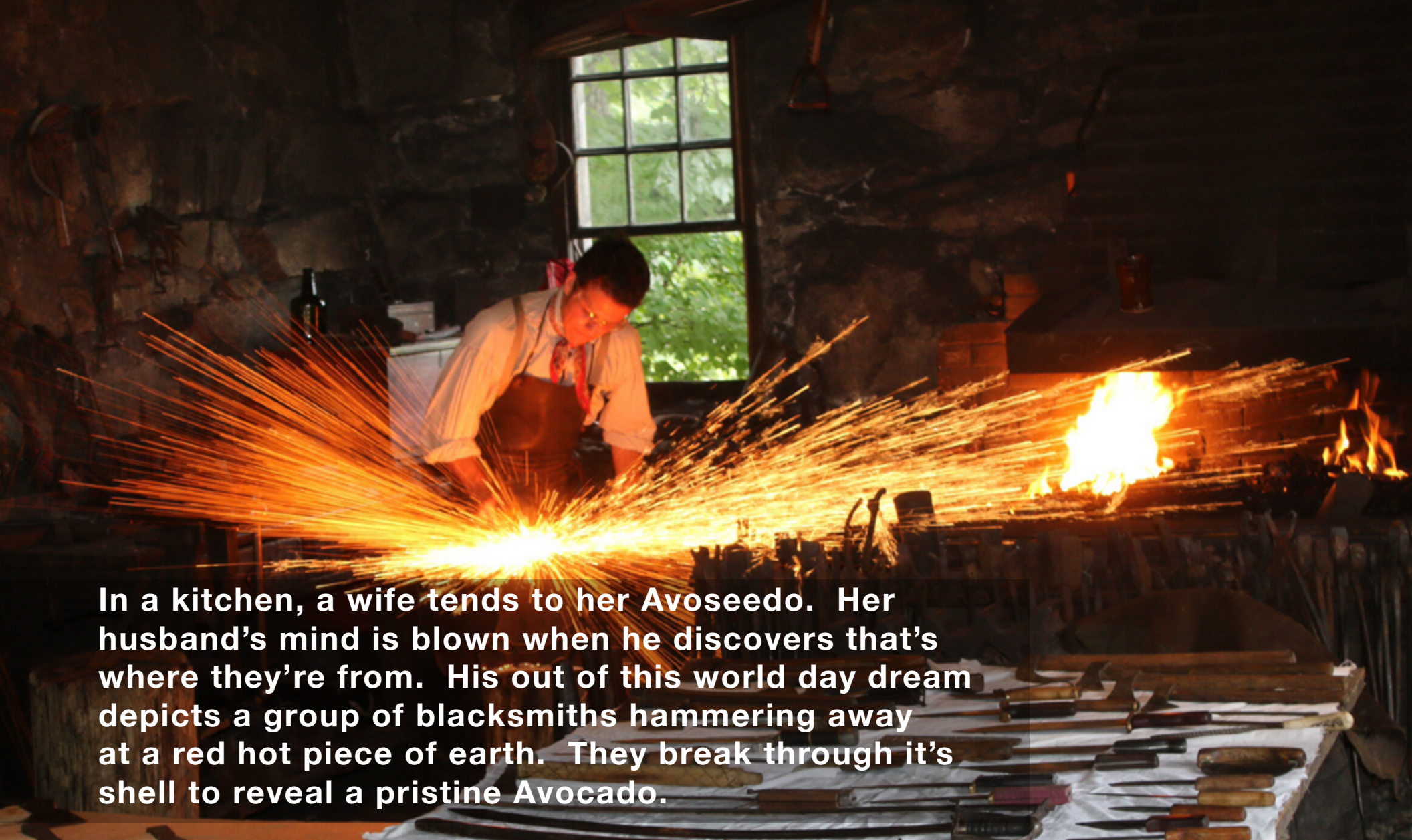
“THAT’S WHERE THEY COME FROM?”
A Commercial Treatment

THE CONCEPT

Our commercial for Avoseedo will utilize this popular style of wry humor where the world is often quite absurd. We begin in a couple's home and with a sprouting Avocado tree floating in an Avoseedo. One of our characters will be shocked to discover that Avocados grow on trees. From there, we dive into his bizarre and impossible day dream in which he elaborates where he believed Avocados came from.




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A blacksmith is shown in a traditional forge, working with a glowing piece of metal. The scene is filled with a dense shower of bright orange sparks that radiate from the point of contact. The blacksmith, wearing a white shirt, a red neckerchief, and a dark apron, is focused on his work. In the background, a window with a grid pattern looks out onto green foliage. To the right, a large fire burns brightly in the forge. In the foreground, a workbench is covered with various tools, including hammers and chisels, some with wooden handles. The overall atmosphere is one of intense heat and craftsmanship.

In a kitchen, a wife tends to her Avoseedo. Her husband's mind is blown when he discovers that's where they're from. His out of this world day dream depicts a group of blacksmiths hammering away at a red hot piece of earth. They break through it's shell to reveal a pristine Avocado.

SPOT #1

THE BLACKSMITH

A man with a beard and long hair, wearing detailed medieval plate armor, is riding a brown horse. He is looking forward with a serious expression. The background is a lush green forest. A semi-transparent dark grey box is overlaid on the lower left of the image, containing white text.

In the living room, a wife rests her Avoseedo in the window to get some light. From the couch, her husband pipes up surprised that that's where Avocados came from. His day dream entails a heroic knight slaying a mighty green beast in the forest. From the Beast's belly out pours a ripe stream of Avocados.

SPOT #2

THE GREEN BEAST



THE COMMERCIAL LOOK





THE DAY DREAM LOOK



THANK YOU

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