

big idea

**By feeding your imagination with KMC,
it can evoke a sense of playfulness.**

**Every bite can be a fun and enjoyable
experience, bringing out the inner
child of the consumer.**

so what?

**KMC can infuse creativity into the busy and
stressful lives of young adults. It becomes a
quick and fun solution when they crave
something comforting and nostalgic. It's not
just about feeding the stomach, but also
feeding the mind.**

feed your imagination

joy + playfulness + brings out your inner child



mac n' cat



poster

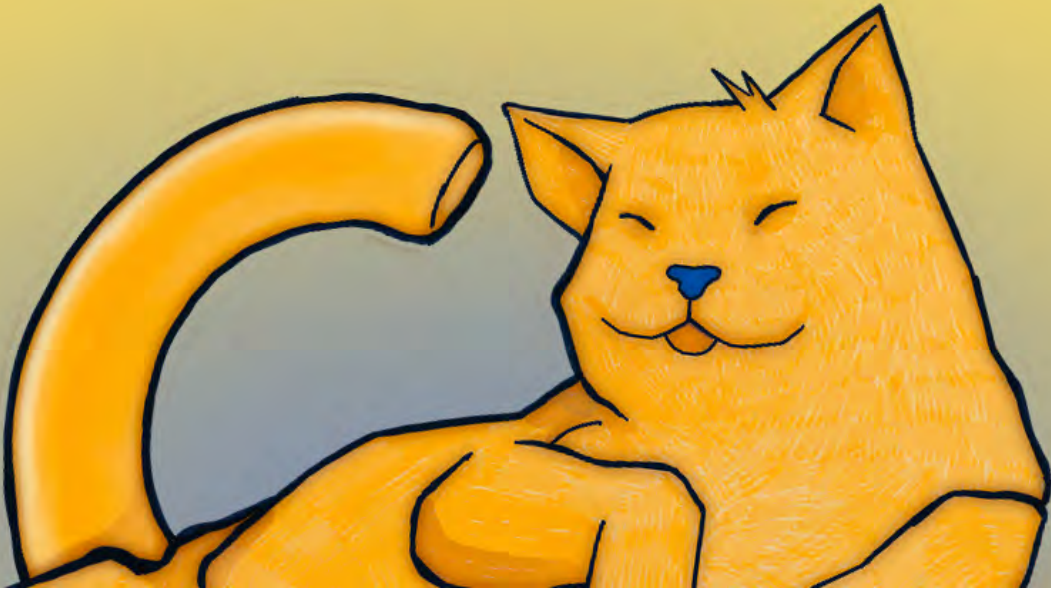


bus advertisement



3D billboard (potentially)

feed your
imagination



Want to know how Kraft Mac and Cheese
can bring you joy? Visit us here.

CLICK HERE

banner ad



instagram post



advertising column
caption: "New skin coming soon courtesy of Kraft Mac and Cheese."

Fortnite Event:

- New Skin Introduced
- Event in-game
- Limited time Kraft Macaroni and Cheese map
- Limited time KMC weapons
- Creates a buzz with a more male-centered audience that will spread to social media, memes, etc.
- Fits in with Kraft's current Gen-Z marketing



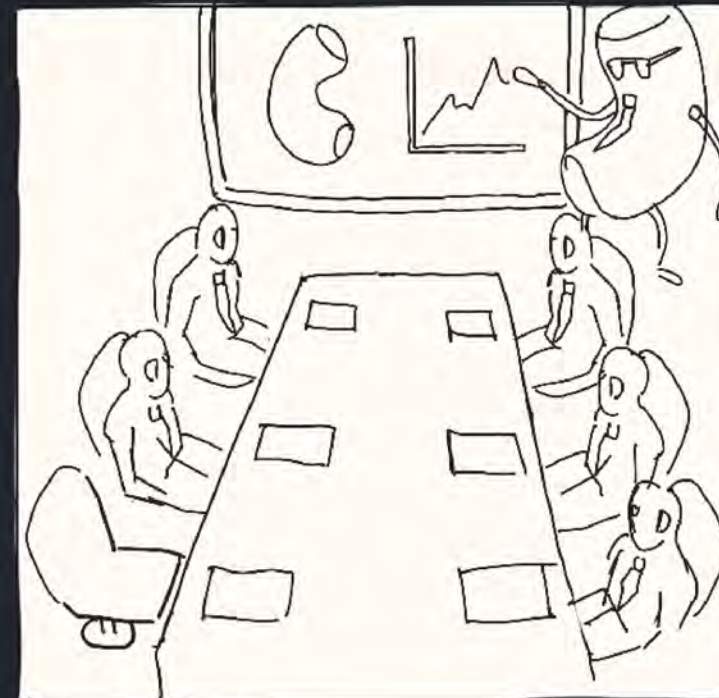
Man is frantically running down the hallway at his work. He's panting, sweating, huffing. He's dodging coworkers as he barrels down the meeting room. His job is on the line.



He's still running - adds effect to when he realizes what was so important. He finally makes it to the door of the room.



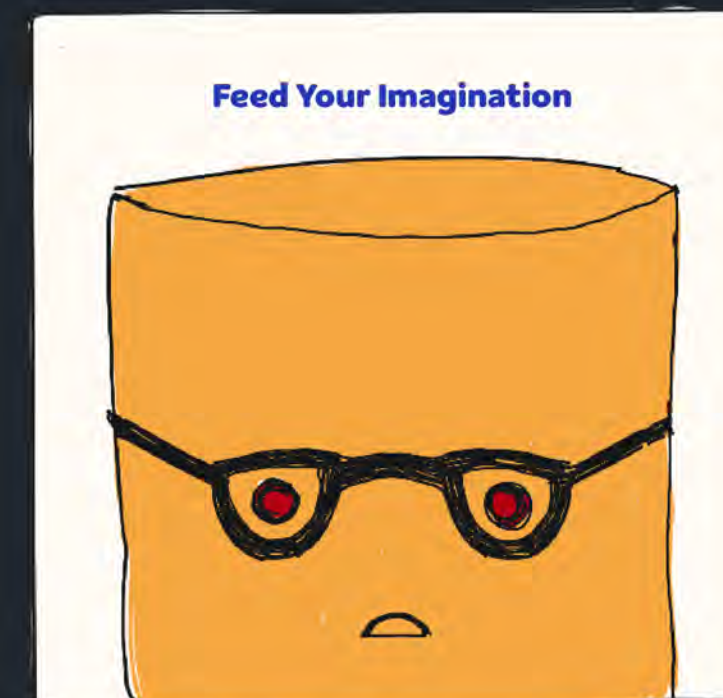
He's panting as he comes in, hunched over for just a second and isn't paying attention to the front of the room. Someone tells him to shh and get in his seat, what he was missing is important - the entire fate of the company relies on this.



He gets up and gets in his chair, setting his papers in front of him and then looks up to see the macaroni man presenting.

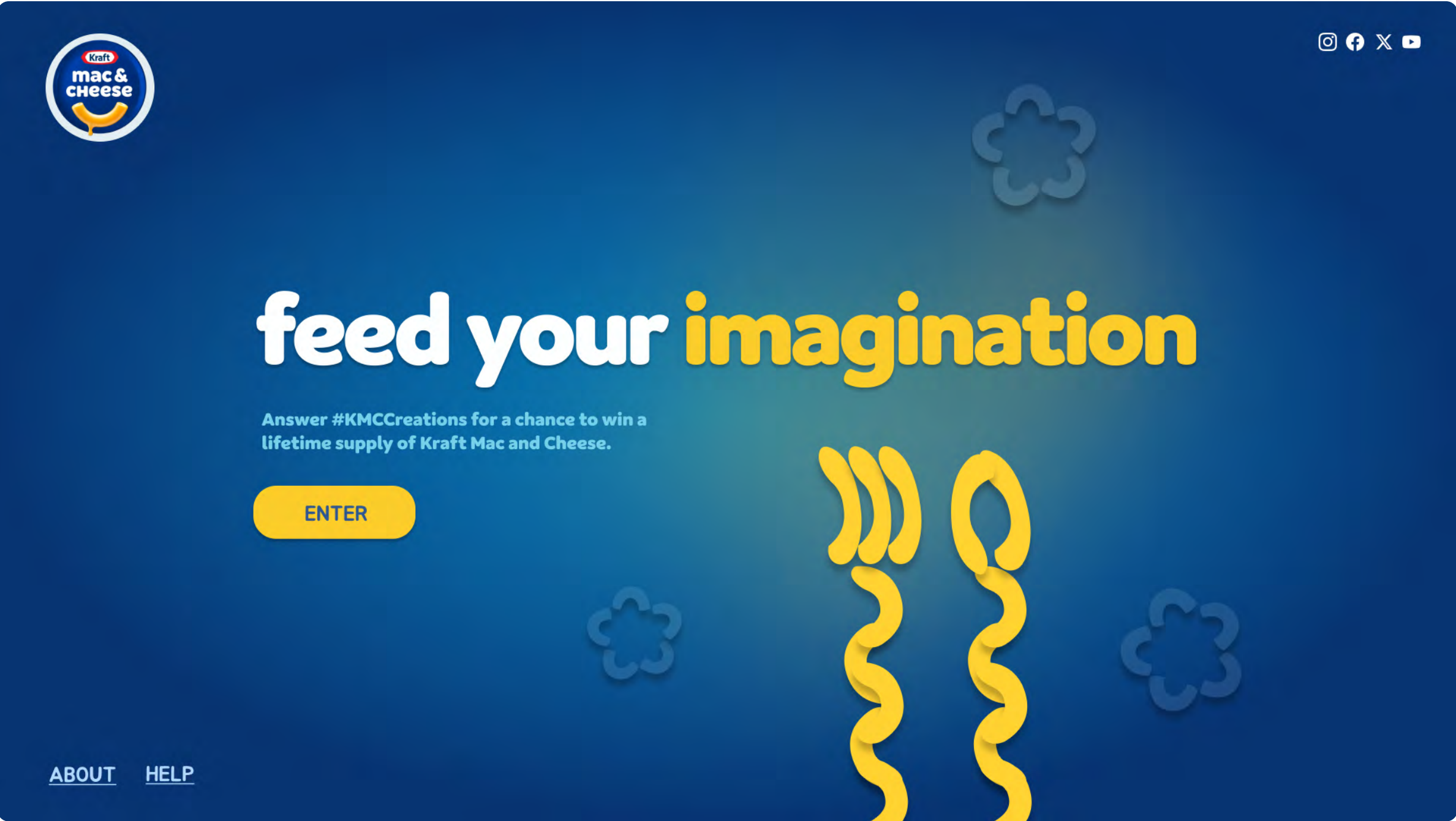


He's still sweating as he looks in awe and confusion.

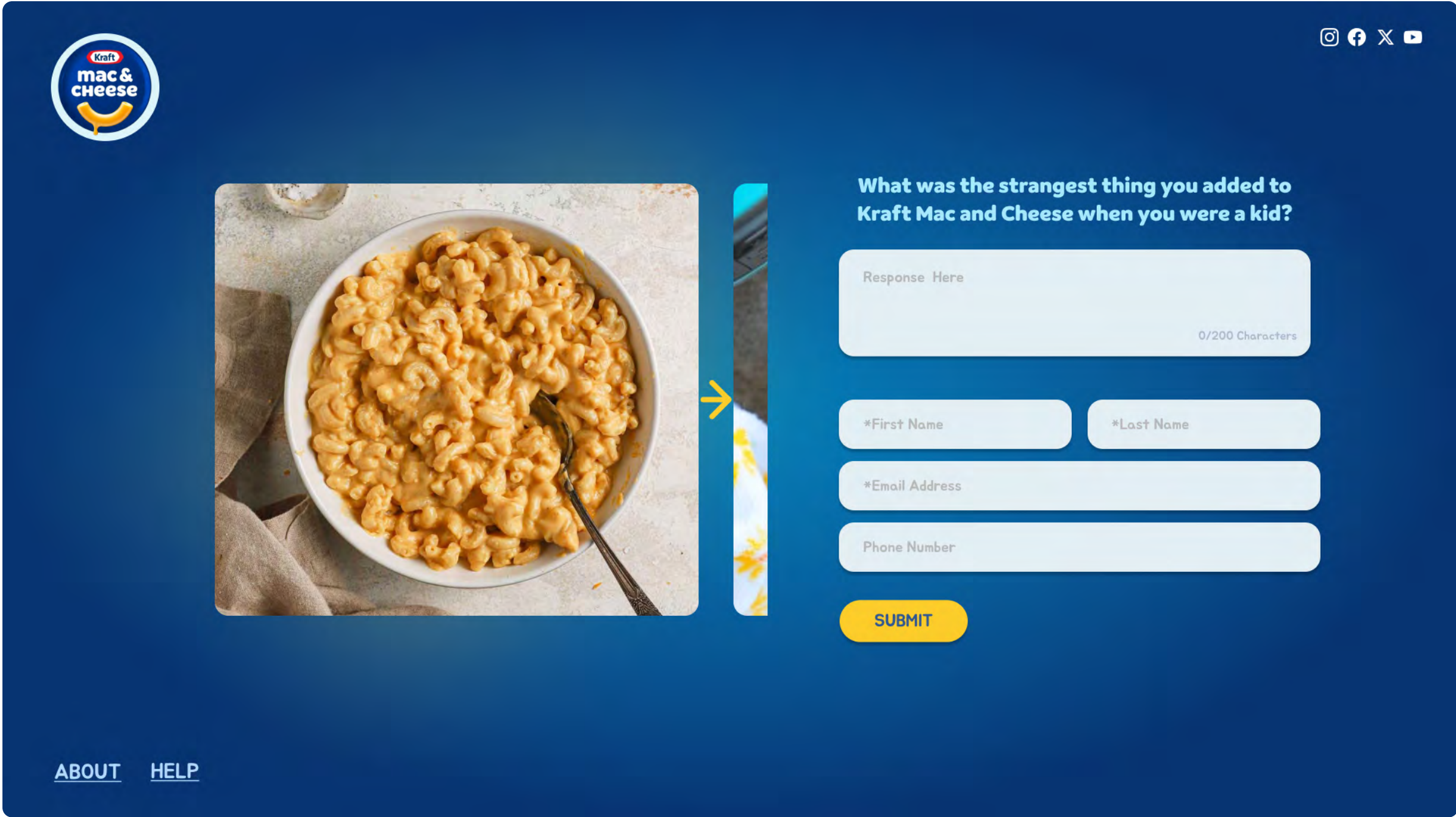


The macaroni man stares back, saying "pay attention" and then goes back to talking about KMC.

commercial



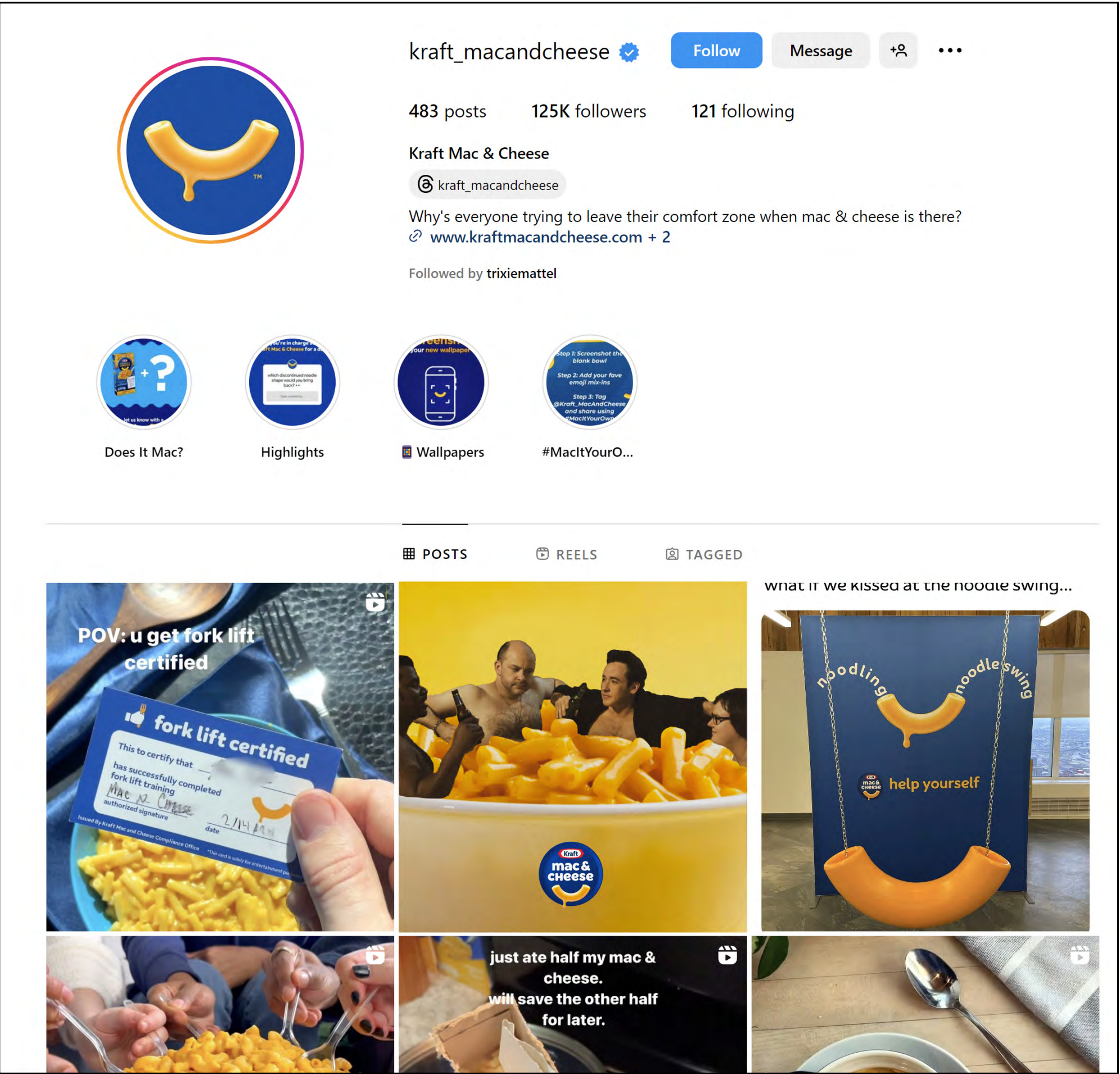
microsite + hashtag (#KMCCreations)



link to figma file



hot tub time machine



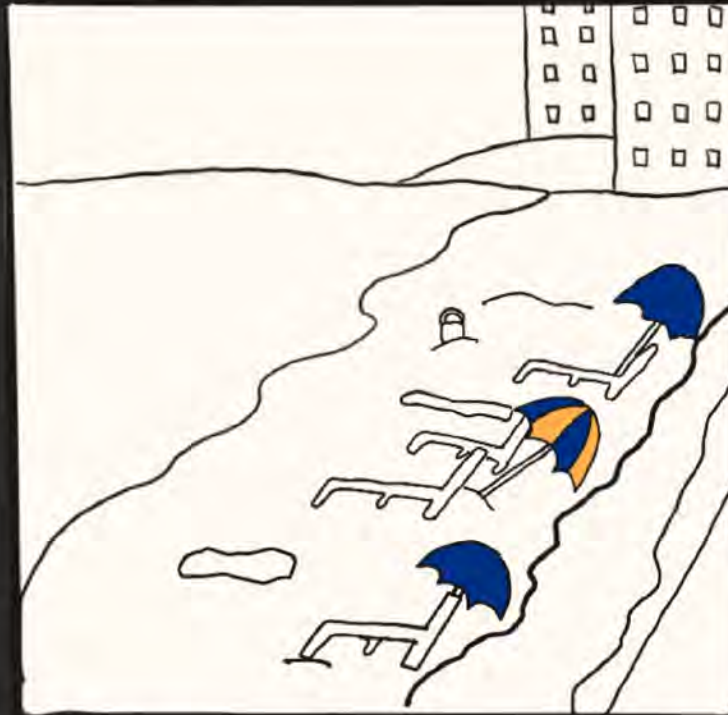
instagram post -
caption: "All out of fun? Feed Your Imagination with Kraft."



billboard w/ top sticking out



billboard



Sounds of the ocean, people chattering, and city noises can be heard. It lets the audience enjoy the relaxation of the scene.



It cuts to reveal two women chatting and sipping on macaroni drinks. No one else has these drinks and doesn't acknowledge that they do.



One woman makes a joke and they both laugh. Just show them having a good time. They say something about the future and it cuts again.



They clink glasses, showing a close up shot of the macaroni alcohol spashing. It gets on one of them and they both just laugh again.



They're still chatting as the sun goes down, drinks at the side. It still has the natural sounds of the beach.



commerical -

caption: "Lacking a little fun? Feed Your Imagination with Kraft Mac and Cheese."

1



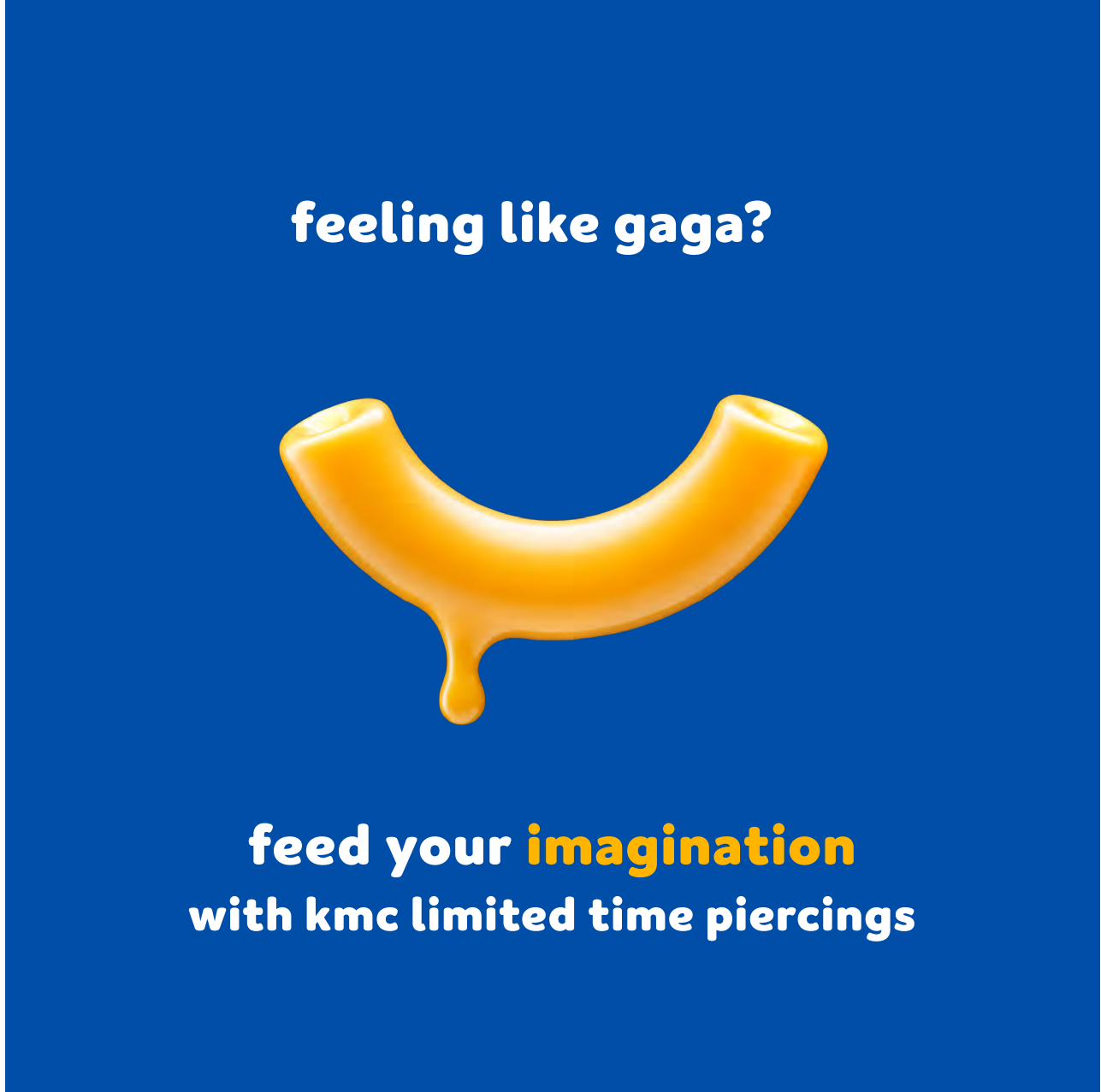
2



3



4



celebrity endorsement instagram post