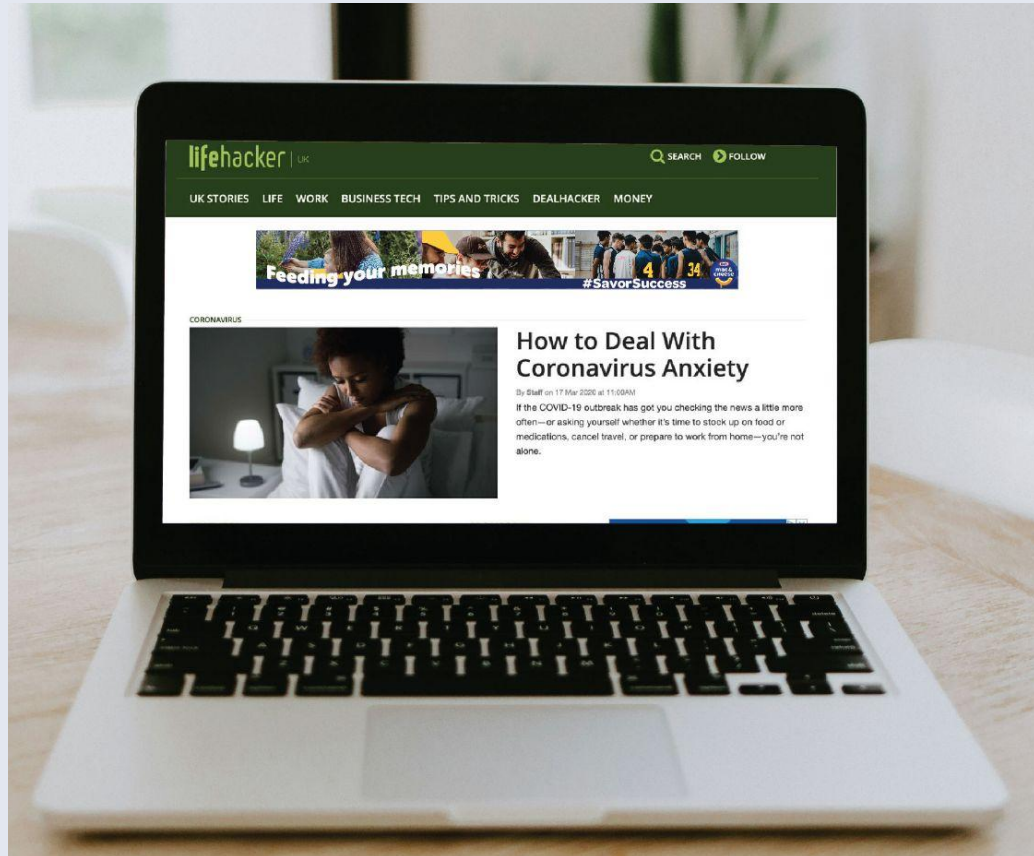

Big Idea: Bringing your success stories and KMC together

Tagline: Feeding your memories #SavorSuccess

Website ad



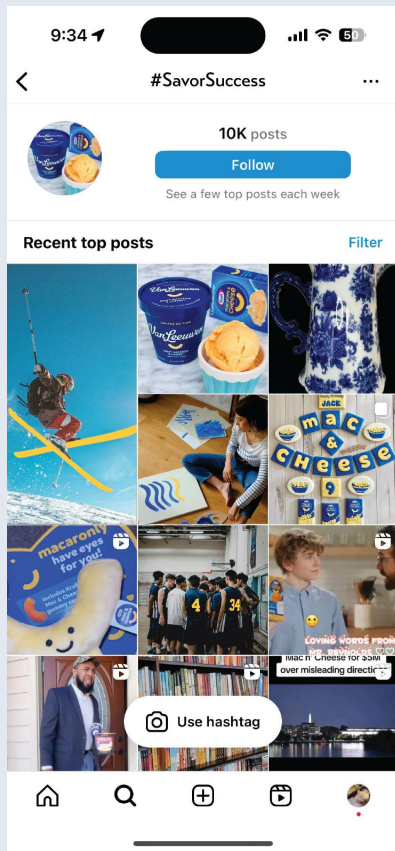
Billboards



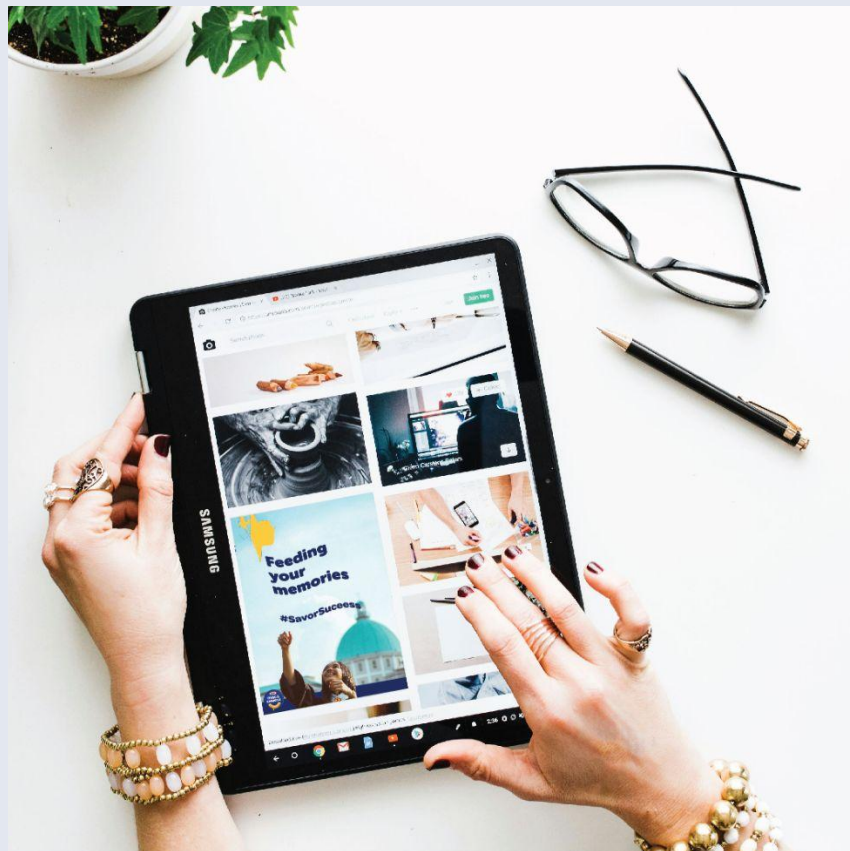


Instagram



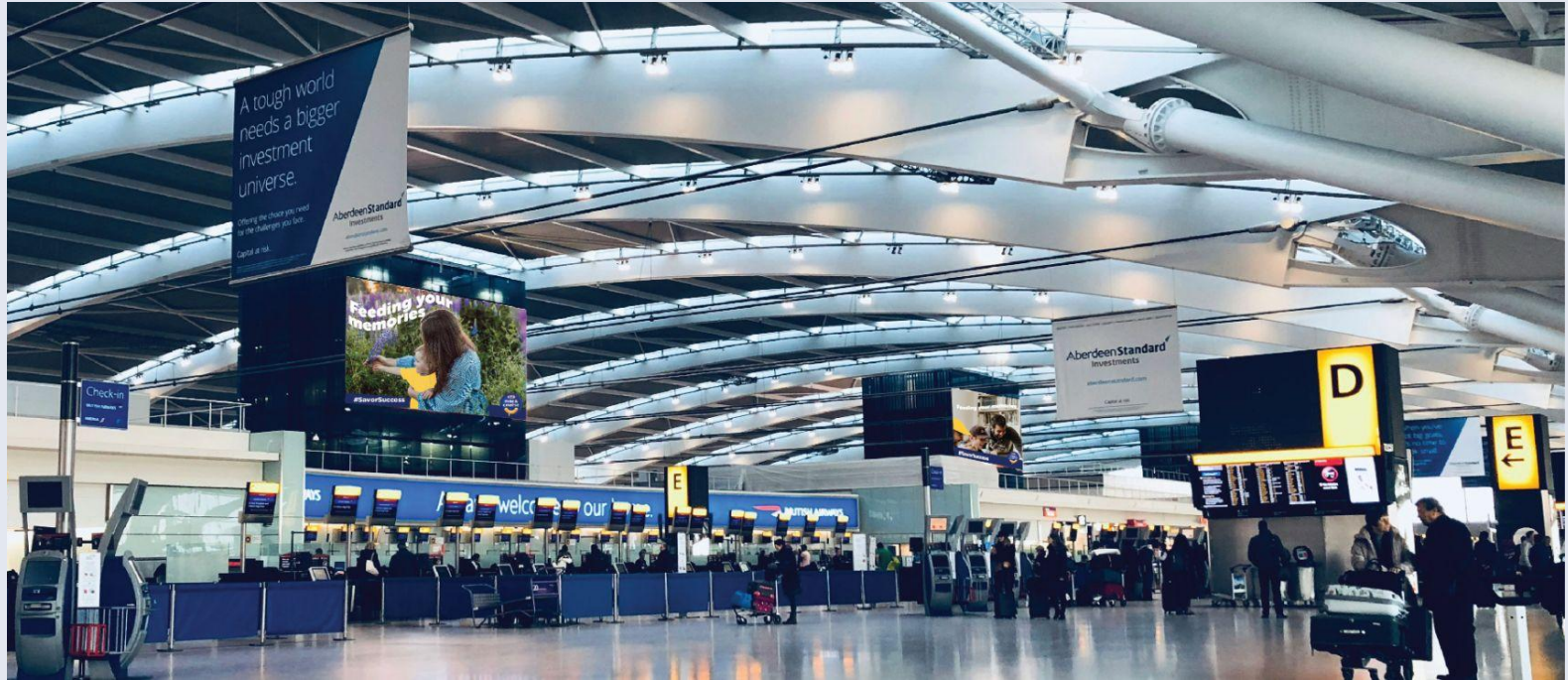


Instagram



Pinterest

Airport ad



Taxi ad





Festival Kiss cam



Bus stop shelter

Storyboard for commercial

Title: Feeding your memories commercial

Date: February 10, 2024

Name: KMC Feeding your memories campaign

Scene: 1 Shot: Wide



Audio: Inspirational music

-Wide shot of mountain of ahead
- Voice Over of the athlete's story and love for skiing

Scene: 2 Shot: Zoom



Audio:

Zoom into athlete as they smile

Scene: 3 Shot: Wide



Audio: Upbeat music

As the athlete skis down the mountain, the surrounding area engulfs in cheese

Scene: 4 Shot: Wide



Audio: Upbeat music

Wide shot of the athlete doing a flip while cheese drips down the screen

Scene: 5 Shot: Wide



Audio: Upbeat music

Still shot of the athlete with the yellow skis

Scene: 6 Shot: Zoom



Audio: Upbeat music

Zoom into athlete posing for the end shot