

BIG IDEA

- Showing our audience that even as times change, KMC will still always be around and the same, great tasting mac and cheese that they remember.

TAGLINE

- “Forever Cheesy”

MY PLAN

- Using “Forever Cheesy” in a more lightly comedic sense.
- Creating scenarios (present, future, or fantastical/outlandish) to emphasize KMC always being around no matter what.
- Using some current material that is relevant for our audience to engage with.

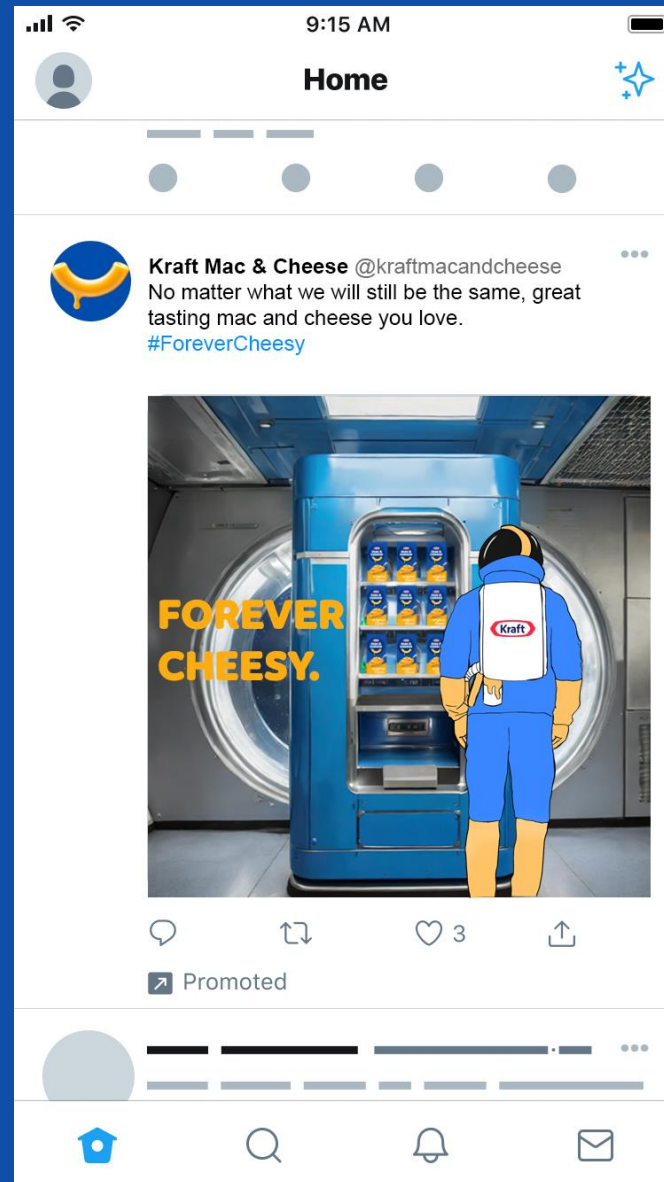
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