

Oatober Script (Initial Draft)

Copy: Jay Miutz

[Open:]

B Roll of a farm, a rustic setting, maybe some equipment, or just sweeping landscape shots of a field.

[Cut]

A grizzled salt of the earth guy kneels down by a bush and gently plucks a packet of oatmeal from the branches, he gently breaths on it and rubs it on his shirt like you might an apple and then stares at it thoughtfully.

“You know, a lot of folks don’t think we can grow much up here in Park City, but we’ve been harvesting packets like these for centuries. That’s why, when Autumn rolls around, people around here know [pauses as he tosses the packet into an apple basket full of other packets] oatmeal’s in season!”

[Rustic Music]

Lifts basket and carries it back to a truck full of staged oatmeal products [drives off if possible]

[Cut]

A young-looking man/woman in flannel and boots walks out of a barn, camera cuts to him beside a large tree and ladder, as he scales, he explains.

“This oatmeal tree has been in our family for over a hundred years, my great great great grandfather planted it when he first arrived on this plot of land. Back then you couldn’t grow things because they were cool or popular, couldn’t plant a field of kale or a Japanese plum tree, you needed something that could keep you going from sunup to sun down.

[Pulls an oatmeal cup off a branch]

“Growing oatmeal ain’t an easy way of life, but it sure makes folks happy - and full - and it’s the only way of life I know.”

[Rustic Music]

[Cut]

A man lodges an axe in a log, wipes his forehead with a handkerchief and begins walking toward a nearby field [or garden]

“Heck. It takes a lot of work to grow the perfect bowl of oatmeal. One that’s got a balance of whole grains and protein – but it’s a tradition around here, one the whole family gets involved with...”

[Pan]

Several kids are digging in the dirt, one young kid pulls up a cannister of Kodiak Cakes oats and eagerly shows it to his father

“What about this one, pop!”

The man turns to the camera

“That one’s going to the state fair.” [Winks]

[Closing Scene]

A farmer’s market, a table full of oatmeal products, a Kodiak Farms sign, all the characters we’ve seen so far handing things out to eager customers. Opening scene farmer turns to the camera.

“Sure, there’s plenty of breakfast options out there. But when you want something that’s really gonna hit the spot? Just ask these folks...it’s Oatober! And oatmeal is in season!”

[Text Tile]

PAID FOR BY THE OATMEAL FARMERS ASSOCIATION OF AMERICA

A Reference Guide to Oatober

Developed: Jay Miutz

09/08/20

Headline: Oatober is here, and oatmeal is back in season!

High Level Description: *For the second October in a row Kodiak Cakes will be running the Oatober promotion beginning October 1st and running until National Oatmeal Day on the 29th.*

Insight & Execution: While we consider oatmeal to be a staple product from our dry goods and cup lines, culturally it is more popular in the Autumn months.

- We hope to capitalize on that by streamlining our marketing efforts to almost exclusively promote oatmeal.
- With our active Instagram feed/audience, or current email funnel system, and our backlog of recipes we should be able to capitalize on the seasonal trend and achieve a noticeable spike in sales.
- Oatober will span across the marketing team (with digital efforts by Field Marketing.)
- Each team is not only responsible for participating but should have been assigned several projects from the initial kick-off that will run during the entirety of the campaign (29 days.)

Projects need to be appropriately labeled and allocated through Monday.

All content - written or visual - should align perfectly with the overall theme, tone, and feel.

At Length Goals: Kodiak Cakes wants to have own-ability of “Oatober” and develop an annual reputation of celebrating the occasion. This is achieved through well developed analytical approaches to coupons and promotion, concise and aligned content, and engagement with our consumers.

Story (Internal Only:)

So, what is Oatober?

While it may just seem like a kitschy pun, we want the public consumer to feel that Oatober is an yearly celebration for folks at Kodiak. It’s part of our culture, it’s a point of pride, and most importantly it has a narrative behind it.

So, what is Oatober (External)?

Every autumn the leaves change and as the temperature begins to drop appetites seem to grow. Luckily, high up in the mountains of Park City folks have been growing bowls of oatmeal for generations, keeping folks full and satisfied throughout the fall. From fresh picked packets, newly plucked cups, and canisters straight from the field – when autumn arrives everyone knows, it’s oatmeal season! So, Kodiak Cakes is celebrating this whole grain, non-GMO, protein-packed harvest with plenty of great deals, exclusive recipes, and fun giveaways.

Oatober is here and oatmeal is back in season!

Theme:

We've taken a new spin this year with a goofy theme that claims farmers in Park City, UT can grow oatmeal for a living, and we celebrate Oatober because that's when their crops are in season.

IMPORTANT: *We are not claiming they grow oats or wheat, we are claiming they grow packets, cups, canisters, and bowls of oatmeal - otherwise the joke does not work.*

Tone: Over the top humor with a rustic sense.

What to avoid:

***No promotions prior to or during September 8th to October 29th should reference any other type of season. This includes "pumpkin season" and "spooky season." This type of language will detract entirely from the concept.

- Do not push any non-oatmeal focused content
- Do not solely focus on fall flavored oatmeals, all flavors are being promoted
- Do not reuse 2018 content, it is off campaign

Key products:

All oatmeal.

Closing:

This is a one-month creative ad campaign focused on a singular product category: oatmeal.