CONCEPT ART ONLY

THE HONEY BAKED Ham CO®

CREATIVE DELIVERABLES

02.04.21

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OPENER 00:15



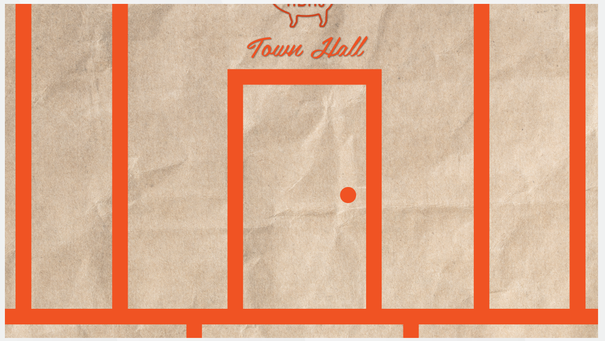
VIDEO: In the opener, the camera pans down from the clouds to a small pig walking on a sidewalk on the sunny day. Subtle overlapping movements with the clouds. Subtle shifts of the craft paper background throughout.

AUDIO: Quiet street noise



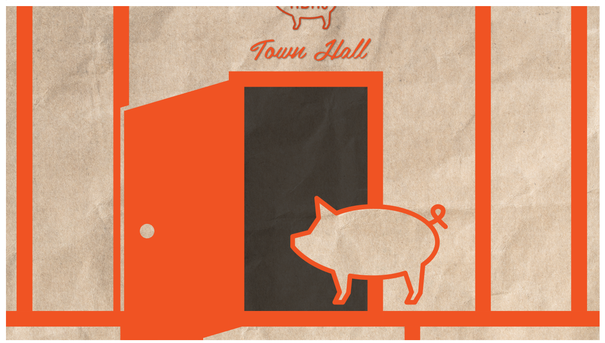
VIDEO: The camera pushes in to focus on the pig and his journey and the town hall rises into view.

AUDIO: Quiet street noise, muffled rumblings of crowd can be heard in the distance



VIDEO: Full close up of the front steps of the Town Hall door. A sign above the door comes into view.

AUDIO: crowd sounds grow louder but are still muffled



VIDEO: The door hinges open and the little pig trots inside.

AUDIO: crowd noise becomes more apparent



VIDEO: As the little pig trots inside and the door closes, the sign above the door flickers and buzzes on (not all together at first) and glows.

AUDIO: electric buzz of neon light and switching sounds for the flickers and crowd noises reach full volume.



VIDEO: HBHCO logo will animate roughly; dropping crooked at first then settles into place.

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LOWER THIRD

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VIDEO: The lower third will rise from the bottom of the frame.



VIDEO: Once in position, the text would expand out of the center white dots



VIDEO: The white dots fade away and they slide outwards from the bottom layer of text.

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ANIMATED BACKGROUND

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VIDEO: Behind speakers, light glints slowly travel across different areas and corners of the rose gold metallic surface. The HBHCO step and repeat logos will also slowly move in the background.



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DME

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VIDEO: DME features the word cloud of branding elements. The word cloud starts as full white. The physical cloud in the sequence will slowly pan leftwards and loop to continue the pattern.



VIDEO: Some elements start to glow orange and at random will dim or illuminate (4-5 at a time). The physical cloud in the sequence will slowly pan leftwards and loop to continue the pattern.



VIDEO: Elements continue to glow orange and at random will dim or illuminate (4-5 at a time). The physical cloud in the sequence continues to slowly pan leftwards and loop to continue the pattern.



VIDEO: DME continues to glow/dim and slowly shift and loop the pattern.



VIDEO: DME continues to glow/dim and slowly shift and loop the pattern.



VIDEO: DME continues to glow/dim and slowly shift and loop the pattern.

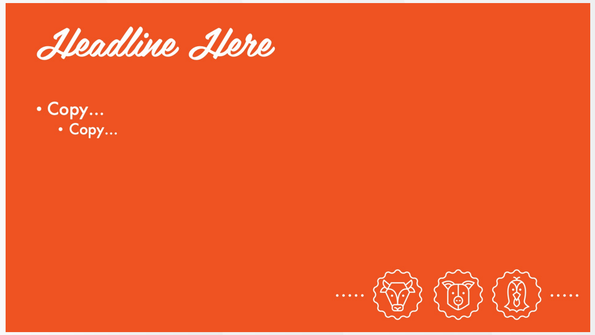
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POWERPOINT

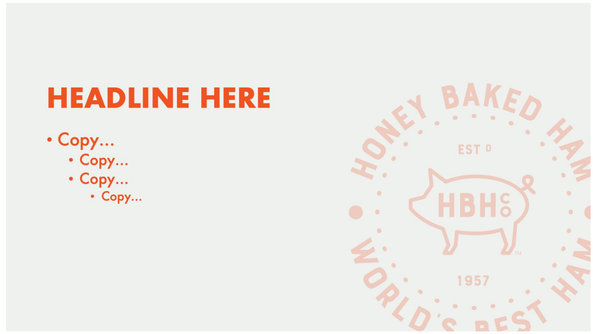
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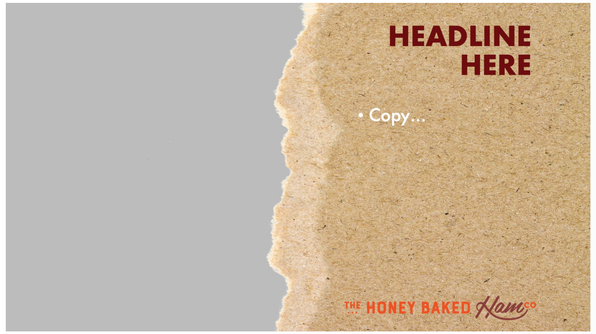


















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