

2014

FOOD SAFETY

FOR THE AD COUNCIL

THE PROBLEM

The people who can do the most for prevention in the home usually think they know enough about food safety, and therefore, they are not aware that their current food practices can be harmful.

They think there's nothing wrong with their thoroughness, because nothing bad has happened yet.

They just don't know they can do more.

OUR TARGET

Parents and caregivers, 20-40 who cook at home on a regular basis (4x /week). They believe their cooking practices are safe because nothing bad has happened yet, and they are not able to see germs and bacteria. Therefore, they are not aware that their current food practices can be harmful.

CONSUMER INSIGHT

They believe they have nothing to worry about, and therefore, don't pay much attention to typical preventive messages.



CHALLENGE AND KEY TAKEAWAY

FROM (CURRENT MINDSET)

“If I were doing something wrong, I would notice it.”

MAIN MESSAGE

Foodborne illness is not something you notice, until it's too late

TO (DESIRED MINDSET)

“I realize I may be playing Russian roulette. I need to learn more about food safety, now!”

IDEA 1: Kitchen Crusader

Mom will go to any length to protect her family - at the playground, in the car, crossing the street. From helmets to seat belts to mom's classic arm bar - the danger and the protection are right there in front of you. You know what mom is doing and why. But in the kitchen, where 1 in 6 Americans will contact a foodborne illness, the danger is invisible and the only protection is four simple steps that are easily overlooked in your daily routine. So mom is making the invisible visible, showing her family the dangers and how to prevent them by being as over the top as possible. She is the Kitchen Crusader.

IDEA 1: Kitchen Crusader

“Clean” specific ad

Character set up:

Meet mom. She does everything she can to keep her family out of harm's way. But in the kitchen, where the danger is often the greatest, she knows the threat is invisible. So she has taken it upon herself to represent the four steps vigilantly, so that her family not only stays safe, but learns the steps themselves. She is the Kitchen Crusader.

MEANWHILE, MILLIONS OF TINY INVISIBLE FOOD GERMS HAVE JUST MET THE KITCHEN CRUSADER.

WASH YOUR HANDS FOR 20 SECONDS WITH SOAP AND WATER OR STAY OUT OF MY KITCHEN!

CLEAN

COOK **CLEAN** **CHILL** **SEPARATE**

1 in 6 Americans will get a foodborne illness this year. Show your family how to protect themselves. Just follow the four steps: cook, clean, chill and separate. Learn them at foodsafety.gov.

Ad Council USDA

IDEA 1: Kitchen Crusader

“Cook” specific ad

ACROSS TOWN, THE KITCHEN CRUSADER ROASTS A CHICKEN TO A SAFE 165° FAHRENHEIT...

DON'T YOU DARE COOK MEAT WITHOUT ONE OF THESE!

Ad Council USDA

COOK CLEAN CHILL SEPARATE

3000 Americans will die from a foodborne illness this year. Show your family how to protect themselves. Just follow the four steps: cook, clean, chill and separate. Learn them at foodsafety.gov.

IDEA 1: Kitchen Crusader

TELEVISION

Kitchen Crusader-Cook :30

MUSIC UNDER

Open on Mom in kitchen at the island, prepping the salad. Dad is in kitchen, texting on his phone. The timer goes off on the oven, and music shifts in tone to be more dramatic. She looks up from what's she's doing, looks around, pulls the thermometer out of her pocket, and leaps across the counter, lands in a somersault and rolls to the oven, pulling it open and sticking the thermometer in effortlessly. Dad stares on.

MOM: Yes, 165!

She pulls the thermometer out and into a fist pump. Dad looks at her like she's crazy.

DAD: What just happened?

Mom looks fierce, rips open her shirt, revealing the cook icon. Her hair blows back.

MOM: Dinner is now officially safe!

DAD: Uh. Wow?

VO: 1 in 6 Americans will get a foodborne illness this year. Be a Kitchen Crusader and show your family how to protect themselves.

Icons come on screen.

VO: Remember to always use a thermometer when cooking meat.

TEXT: Learn the four steps at foodsafety.gov



IDEA 1: Kitchen Crusader

TELEVISION

Kitchen Crusader-Clean :30

MUSIC UNDER

Open on Mom in corner of kitchen, going through list with babysitter.

MOM: Lunch, there's sandwich meat in the fridge, Billy likes mayo, Kathy, no way. And they both like wheat bread.

Babysitter, nodding yes.

MOM: And what's the first thing you need to do?

Babysitter looks confused.

MOM: I suspected. Take notes...

Suddenly, mom cartwheels into position in front of the counter. She flicks the paper towel roll and snaps off the exact amount, pulls the spray bottle from her belt like a six-shooter, spins it on her finger and sprays and wipes the counter with determined precision. Babysitter is in shock.

BABYSITTER: Wha?

MOM: This counter is now...

Mom stops, her hair blows back, she rips open her shirt and reveals the big Clean icon t-shirt underneath. She looks down at the shirt and then up at the babysitter.

BABYSITTER: Clean?

Mom points her finger at her and gives her a you-got-it wink.

VO: 3000 Americans will die from a foodborne illness this year. Be a Kitchen Crusader and show your family how to protect themselves.

Icons come on screen.

VO: Remember to always keep cooking and food prep surfaces clean.



IDEA 1: Kitchen Crusader

Comic book:

A comic book style informational book that delivers all the statistics around the prevalence of food borne illnesses, and that shows our Kitchen Crusader taking out the nastiest of food bugs — saving the meal, the day, and her family. What kid wouldn't want her own mom to be a super hero? Let's get everyone saying, "Did you use the thermometer Mommy?"



IDEA 1: Kitchen Crusader

In-store engagement:

Backdrop displays positioned at the end of the aisle in Kroger stores that allow shoppers to pose, take a picture, and share food safety tips.



IDEA 1: Kitchen Crusader

Game:

Your goal: group matching items together in horizontal or vertical lines of 3 or more. When a match is made, the items disappear, allowing more items to appear, and you score!

Enter to win a Kitchen Crusader Tool Kit Upgrade just by downloading the app. One grand prize winner and over 500 secondary winners!

Grand prize: Tool Kit Upgrade

Lovely set of kitchen tools, such as Le Cueset bakeware, All Clad pots and pans, a new refrigerator or oven....

Secondary prizes

- iPad chef covers and recipe stands with the four steps
- Aprons and oven mitts with the four steps
- Kitchen Crusader t-shirts with the four steps

Loading screen gives the user a food safety tip.



IDEA 1: Kitchen Crusader

RADIO

The Grill :30

SFX: Sound of steaks grilling on a BBQ.

SON: Smells good, Dad. They ready?

DAD: Yep. Ya. I think so. Let me pull'em off of there.

SFX: A magical electric teleportation sound. Zzzzhhhhing.

SON: Mom?

DAD: Honey, where'd you come from?

MOM: That's not important now. Let's make sure these steaks are the right temperature. Billy, this is a meat thermometer, never cook without it.

SFX: A karate like whoosh as mom puts the thermometer into the steak.

MOM: 132 degrees. Cook them to 145 degrees, Gentleman.

SFX: A twinkling magical sound and Mom disappears.

DAD: How does she do that?

VO: 3000 Americans will die from a foodborne illness this year. Be a Kitchen Crusader and show your family how to protect themselves.

VO: Remember to always use a thermometer when cooking meat.

VO: Learn the four steps at foodsafety.gov



IDEA 2: What you can't see can hurt you

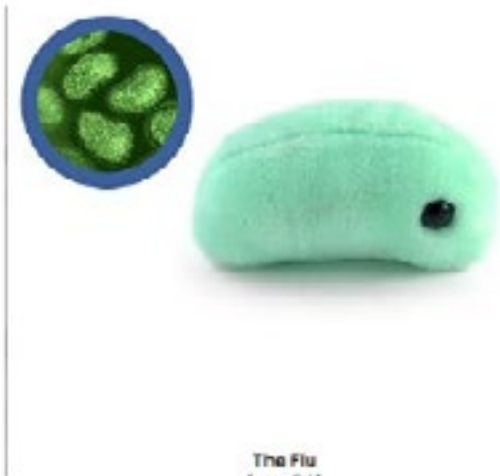
It has been shown that the behavior of microbes gone unchecked on your food is like 'dancing'. Scientists know this because they see it through microscopes but moms have no way of knowing that these tiny bugs are dancing on her food unseen. So let's show mom without grossing her out. Let's make her aware of what she can't see in a cute and funny way that will get her kid's attention too.

IDEA 2: What you can't see can hurt you



LOOK AND FEEL

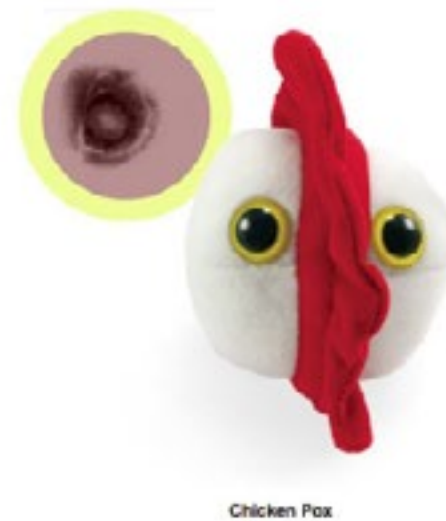
- Using a visual and verbal language that is engaging for all ages
- Partnering with Giant Microbes - a company that makes plush microbes as fun learning tools.



The Flu



Flesh Eating Disease



Chicken Pox

IDEA 2: What you can't see can hurt you

TELEVISION

IT'S GETTING HOT IN HERE :30

MUSIC: A remix of 'It's Getting Hot In Here'.

Open on a raucous dance party taking place in an oven on a piece of meat. It's microbes, as live action mascots dancing provocatively with each other. Suddenly a crack of light comes in, and they all scurry. Some hide behind the meat, the others blend in with their environment, having meat hats and folds that hide them when they lay down.

CUT TO: A mom peeks her head into the oven and looks at the meat.

MOM: Looks like it's done.

CUT TO: She pulls the meat out of the oven and sets it on the counter. And walks away.

The microbes look to see that she is gone and then come out from hiding and continue their slam-dance party on the meat.

SFX: Needle scratch. Music ends abruptly.

FREEZE FRAME: Microbes dancing in frenzied action.

VO: What you can't see, can hurt you and your family. In fact, 3000 people will die this year from foodborne illness. So always use a thermometer to cook meat to its proper temperature.

GFX: Icons

TEXT: Learn the 4 steps at [foodsafety.gov](https://www.foodsafety.gov)



WHAT YOU CAN'T SEE,
CAN HURT YOU.



Learn the 4 steps at [foodsafety.gov](https://www.foodsafety.gov)

IDEA 2: What you can't see can hurt you

TELEVISION

KEEP 'EM SEPARATED :30

MUSIC: a rocking version of 'Come Out and Play' punctuated by the line "You gotta keep 'em separated!"

Open on a mosh pit happening on a cutting board. There is a giant piece of meat and some microbes dance around it like the walls of a nightclub, some climb up and stage dive off into the others. Frenetic mayhem. We hear a rumbling sound and see a shadow descend over the cutting board. All the microbes hide and camouflage themselves in and around the meat.

CUT TO: A mom rustles around in a grocery bag and pulls out some vegetables. She sets them on the cutting board and begins chopping next to the meat. She sets the knife down and walks away.

CUT TO: Close-up of the cutting board. Chopped vegetables sit next to the meat and we see new microbes appear, coming out of hiding between the piece of vegetables and starting to form a crazy mosh pit with the meat microbes, intermingling so completely you can't separate the two.

SFX: Record scratch. The music stops.

FREEZE FRAME: Microbes in slam-dancing frenzy.

VO: What you can't see, can hurt you and your family. In fact, 1 in 6 Americans will get a foodborne illness this year. So keep your foods cleaned and separated on cutting boards and other surfaces.

GFX: Icons

TEXT: Learn the four steps at foodsafety.gov



**WHAT YOU CAN'T SEE,
CAN HURT YOU.**



Learn the 4 steps at foodsafety.gov

IDEA 2: What you can't see can hurt you

RADIO :30

IT'S GETTING HOT IN HERE

MUSIC: A remix of 'It's Getting Hot In Here' plays.

AUDIO: Squeaky sounds of delight and enthusiastic partying come from the Microbes as we hear them slam into one another, stage dive and generally get rowdy to the beat.

VO: This is the sound of microbes - tiny bacteria - dancing all over your under-cooked meal.

AUDIO: Sound of oven door opening. The music scratches to a stop, the microbes shush each other and quickly quiet down.

MOM: Looks like it's done!

AUDIO: Sound of oven closing and dish being set on a counter to cool. Music back on, squeals of delight from microbes and back to the sound of rowdy dancing.

VO: You won't be able to see them or hear them, but if you don't follow the four steps they'll be there, causing 1 in 6 Americans to become sick from foodborne illness.

AUDIO: Loud cheer from the microbe dancefloor.

VO: So always use a thermometer to cook meat to the proper temperature.

VO: Learn the other 4 steps at [foodsafety.gov](https://www.foodsafety.gov)



IDEA 2: What you can't see can hurt you

PRINT

TUESDAY NIGHT FEVER



You won't be able to see it, but this is salmonella dancing on your undercooked chicken. This year, 1 in 6 Americans will get sick from a microbe like this. So always use a thermometer to cook meat to the proper temperature.

WHAT YOU CAN'T SEE, CAN HURT YOU.



Learn the 4 steps at [foodsafety.gov](https://www.foodsafety.gov)

IDEA 2: What you can't see can hurt you

Microbe Mania Games for Kids

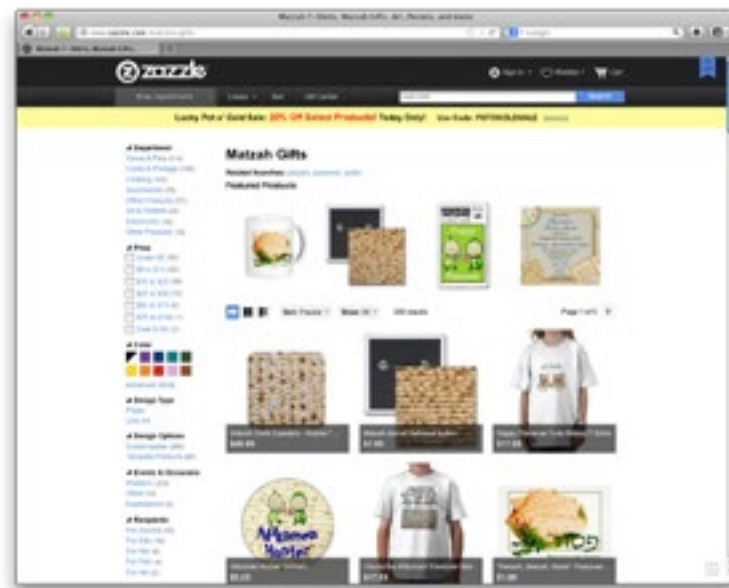
When mom is in the kitchen cooking, the one thing that she really needs is to keep the kids occupied. Her phone or iPad is a sure-fire remedy to keep them entertained while she makes the family dinner. These simple interactive and educational games will have the kids fighting microbes with the four steps to free-up mom so she can do the same.



RETAIL CONCEPTS

Partnership with Zazzle.com

Give away free print-on-demand shopping bags, aprons, recipe binders as a reward for sharing content or completing a Food Safety Quiz.



Recipe Binder



Shopping Bag



Apron

Partnership with retailers (grocery/big box stores)

4 steps communications at various touchpoints in-store



Partnership with Bounty (or other paper towel maker)

Food safety tips printed on paper towels. Keeps tips omnipresent in kitchen and always top of mind while cooking.

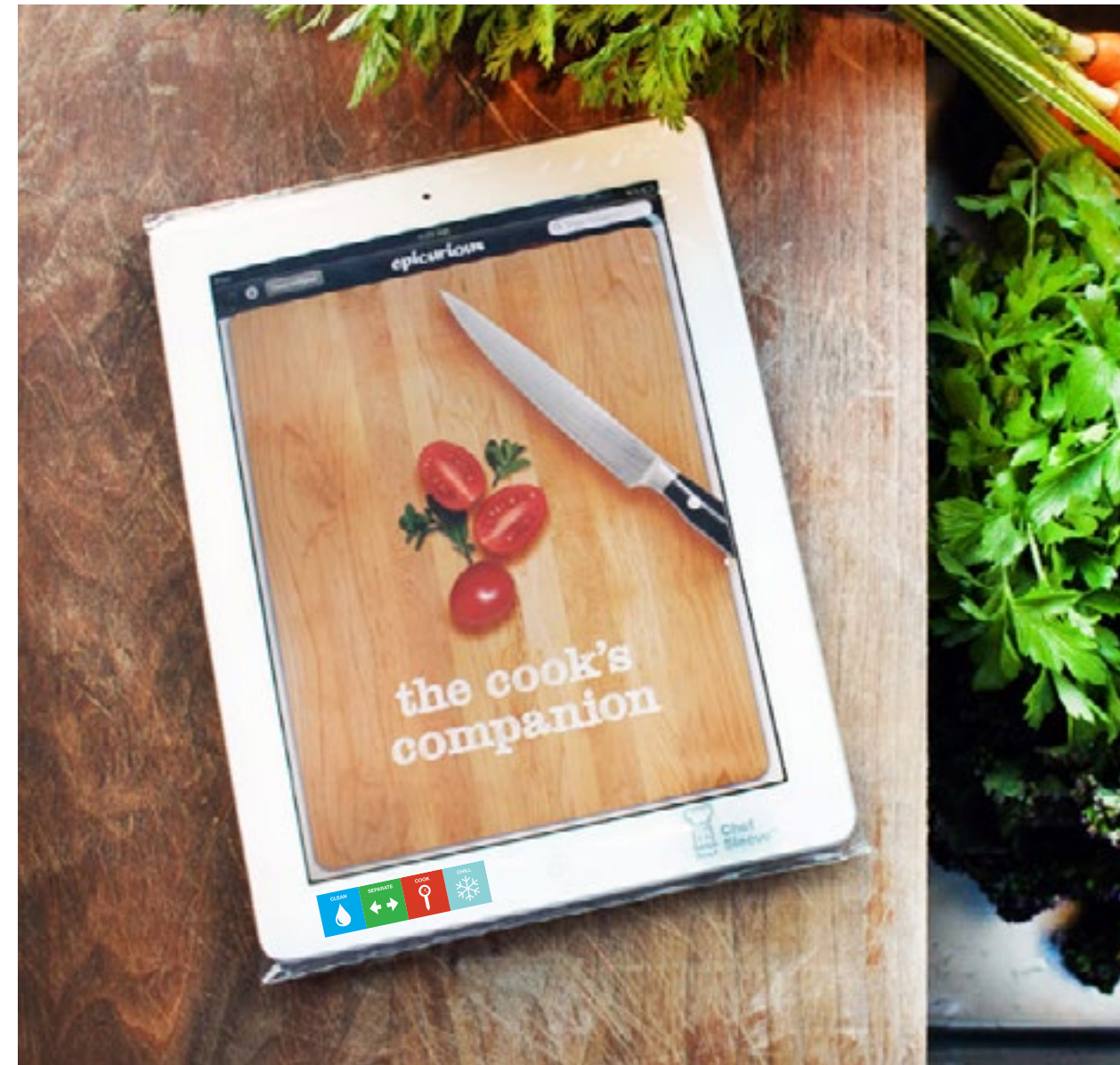
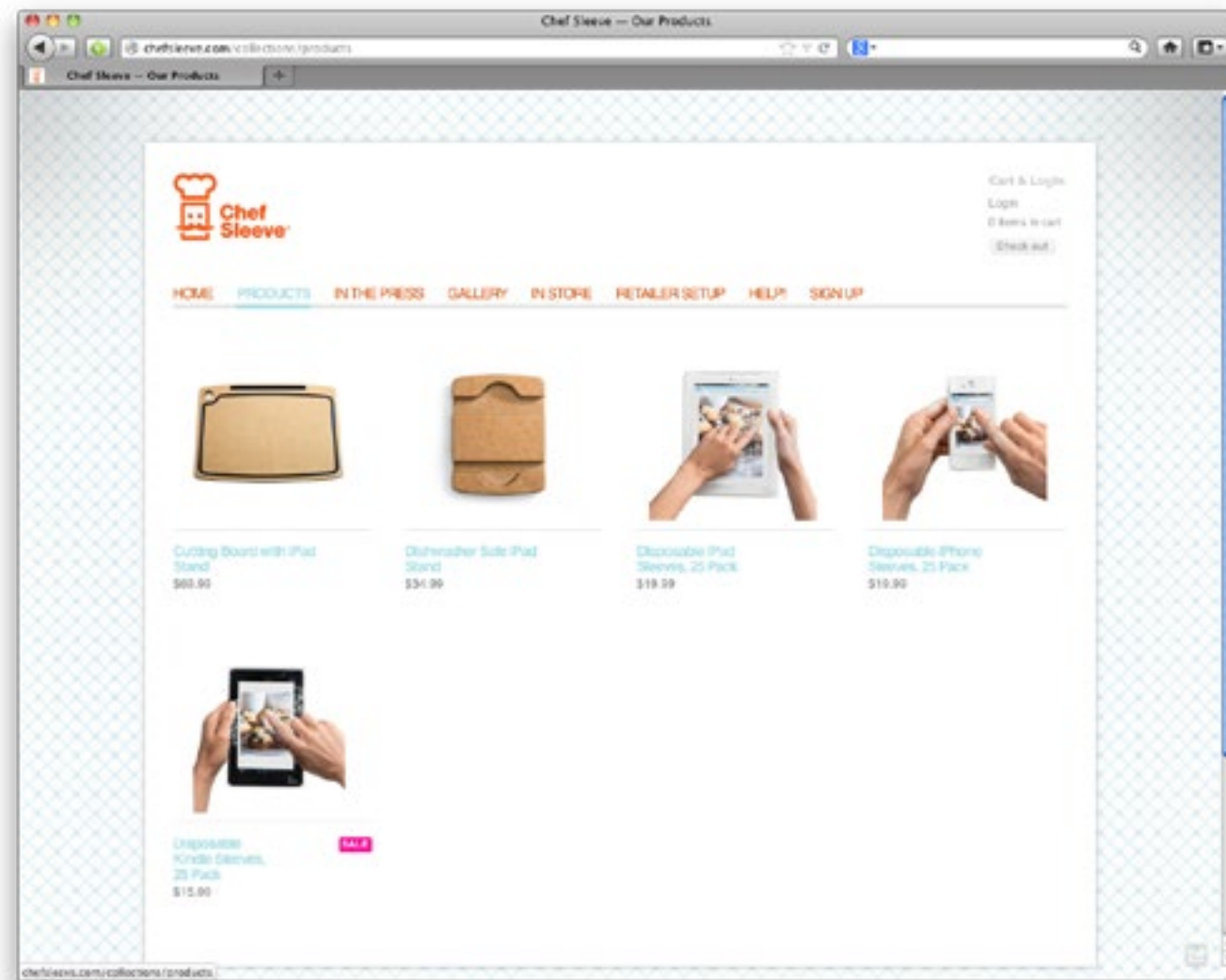


Partnership with dish soap dispenser maker



Partnership with ChefSleeve.com

makers of disposable iPad sleeves, kitchen iPad stands



THANK YOU