



VH Brief 2008 - Film Category

What are we out to accomplish?

We want to inspire and assist moms to create a new 'super-hit meal' more often and more easily than she does now.

The brand idea: Bottled inspiration

(What does that mean: Empowers the cook to be spontaneous, imaginative and (relatively) adventurous)

Who do we want to connect with?

Working moms 30 – 45, with one or more children.

In doing her best to provide the best for the family, she is motivated to seek the ultimate sense of gratification that comes from creating a meal that surprises them as much as it delights them.

What do they think?

When it comes to cooking dinner for the family, I know by now the recipes that are a 'no brainer'. I can guarantee everyone will eat them even if they don't get them excited about dinner. But if I could easily and more often whip up something that bowled them over, I would feel like such a super star mom!

What's the single most important message to leave them with?

VH helps Mom create 'super hit meals' more often.

What is standing in our way?

1. Women tend to have 8 to 10 recipes in their repertoire and it is very difficult to persuade them to expand beyond it; there is always concern that something new will be a flop at the dinner table.
2. The flavour enhancer category is extremely cluttered, making it extremely difficult to stand out.

What's the brand's tone?

Joyous, Invigorating, and enchanting

About VH –

VH makes a large variety of stir fry, cooking and dipping sauces. Some examples... *Honey Garlic*, *Pineapple* and *Mild Garlic* cooking sauces; *General Tao* & *Orange Ginger* stir-fry sauces and even *Thai*, *Cherry* and *Plum* dipping sauces. For the full range go to: www.vhsauces.com Hungry yet?!

Creative

Entries should be a script for a 30-second spot (storyboards can accompany your script).