



SAY IT WITH A POP

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INSIGHTS

Lollipops are shareable candies.

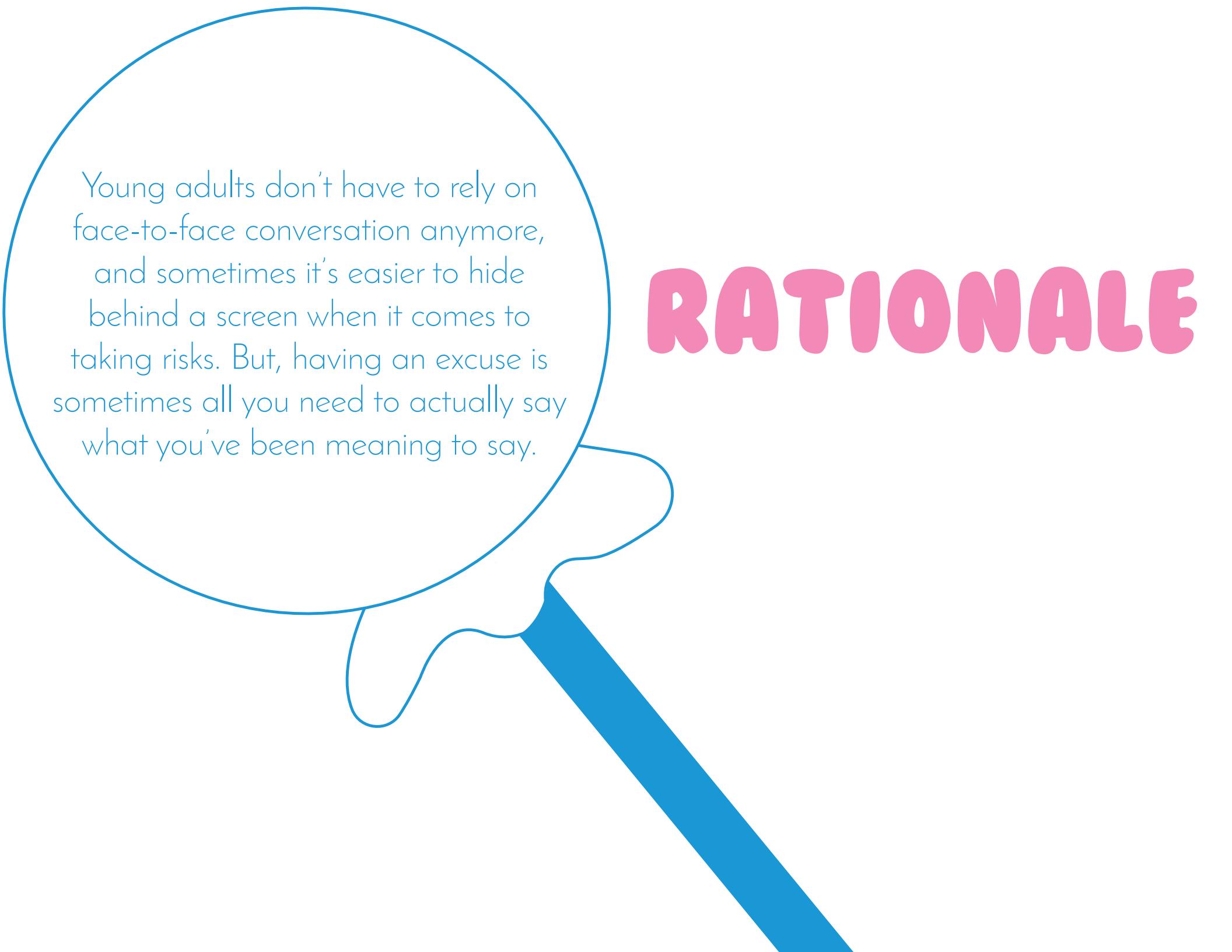
And, although the way we interact has changed with time and technology, our need for interpersonal connection hasn't.

Target Audience: 18-35 year-olds

CORE STRATEGY



Use Blowpop as a communication channel to facilitate this connection—whether its as a conversation starter, or a gesture that can stand alone.



Young adults don't have to rely on face-to-face conversation anymore, and sometimes it's easier to hide behind a screen when it comes to taking risks. But, having an excuse is sometimes all you need to actually say what you've been meaning to say.

RATIONALE

LASTS LONGER THAN
an awkward silence.



When words don't work. **SAY IT WITH A POP**

MORE EFFECTIVE THAN
"Come here often?"



Resist the line. **SAY IT WITH A POP**

SAFER THAN

"Wow. Nice... blouse."



When you can't trust your filter. **SAY IT WITH A POP**

BOLDER THAN
“See you Monday.”



SUBTLER THAN

"By the way, I'm single again."



Hint, hint. Nudge. SAY IT WITH A POP

TV SPOT #1



VIDEO

1. Long shot of girl sitting at the gate, waiting to board her flight. She is sucking on a Blow Pop, just looking `around as she waits.

2. Medium shot of a good-looking guy walks past the gate, looking for his gate number, and the girl sitting with the Blow Pop in her mouth catches his eye.

3. Long shot of guy and girl's eyes meeting, they get each other's attentions.

4. Close-up shot of girl's cheeks a bit flushed. She yanks the lollipop out of her mouth, realizing its implications. She smiles shyly and looks down at her lap to use her phone and get over her embarrassment.

5. Camera pans to a close-up shot of guy's face. He's smirking. He then turns around and walks to find a seat, but he seems a bit hesitant. He sits in an open seat across from her.

AUDIO

NAT SOUND: Shuffling of bags, murmured conversations, suitcases rolling, airport intercom, etc.

INSIDE GUY'S HEAD:
(hearing his thoughts): Gate D6, Gate D6, D...(stops mid-sentence) Whoa. She's gorgeous.

INSIDE GUY'S HEAD:
And she's looking at me...Okay, act cool. Be totally normal.

INSIDE GUY'S HEAD:
Oh crap! Does she think I -? I wasn't looking at that - Awesome, she probably thinks I'm a creep.

INSIDE GUY'S HEAD:
It's ok. You can recover from this. Just sit in front of her. Is that too forward? Whatever. Just go for it.

TV SPOT #2



VIDEO

1. Long shot of girl sitting in her seat on the airplane. She turns back and sees that the guy from the gate is seated a few spots behind her.

2. Medium shot of the girl shuffling inside her purse. She grabs a Blow Pop and fidgets in her lap for a bit, pondering something over.

3. Long shot of girl getting up and walking through the aisle towards the bathroom.

4. Medium shot of girl placing the Blow Pop on his tray table.

5. Close-up shot of guy, wearing headphones, looking up from his laptop and seeing the girl's face. He's a bit confused but he smiles at her anyway.

AUDIO

NAT SOUND: Airplane pressure, chattering, airplane intercom, etc.

INSIDE GIRL'S HEAD:
He's clearly interested in me, right? But how do I approach him? What do I say?

INSIDE GIRL'S HEAD:
I'll just give him the Blow Pop, and hopefully it will help spark a conversation.

NAT SOUND: Airplane pressure, chattering, airplane intercom, etc.

NAT SOUND: Airplane pressure, chattering, airplane intercom, etc.

TV SPOT #2



VIDEO

6. Girl keeps walking towards the bathrooms. You could see a momentary look of regret/embarrassment on her face. She squints her eyes closed, shakes her head, then recovers and keeps walking.

AUDIO

NAT SOUND: Airplane pressure, chattering, airplane intercom, etc.

TV SPOT #3



VIDEO

1. Long shot of girl waiting for her bags by the baggage carousel.

NAT SOUND: Busy airport chattering.

2. Long shot of the guy looking around the crowded baggage claim area.

NAT SOUND: Busy airport chattering.

3. Medium shot of guy approaching the girl by the baggage carousel.

NAT SOUND: Busy airport chattering.

4. Medium shot of the guy coming up behind the girl, holding out an open Blow Pop wrapper to her.

NAT SOUND: Busy airport chattering.

5. Close-up shot of girl's face a bit confused, until she looks down at the wrapper.

NAT SOUND: Busy airport chattering.

AUDIO

TV SPOT #3



VIDEO

6. Close-up zoom of the wrapper in the girl's hand. The guy's phone number is written on the wrapper.

7. Close-up shot of girl smiling and looking up at the guy.

8. Medium shot of both of them smiling at each other and laughing.

9. Screen fades to white with Blow Pop logo.

AUDIO

NAT SOUND: Busy airport chattering.

NAT SOUND: Busy airport chattering.

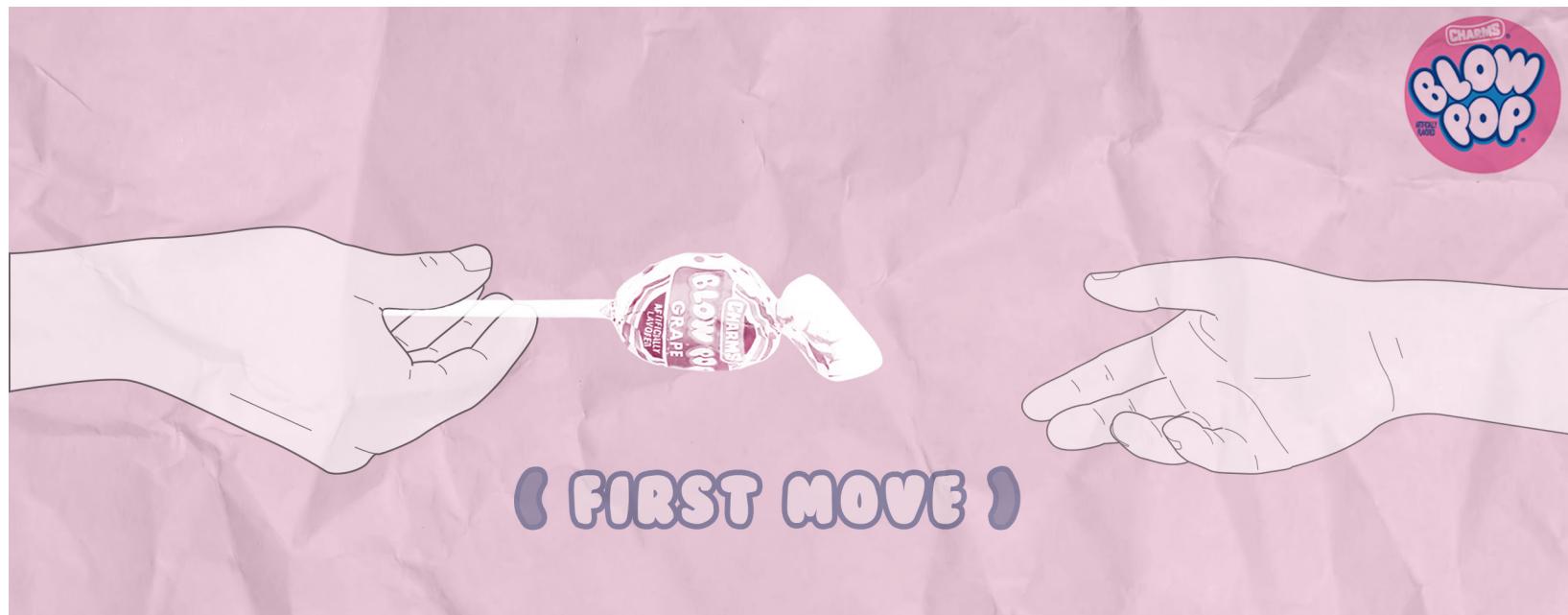
NAT SOUND: Guy and girl laughing.

VOICEOVER:
"Say It With a Pop."

BILLBOARD #1



BILLBOARD #2



(FIRST MOVE)

BILLBOARD #3



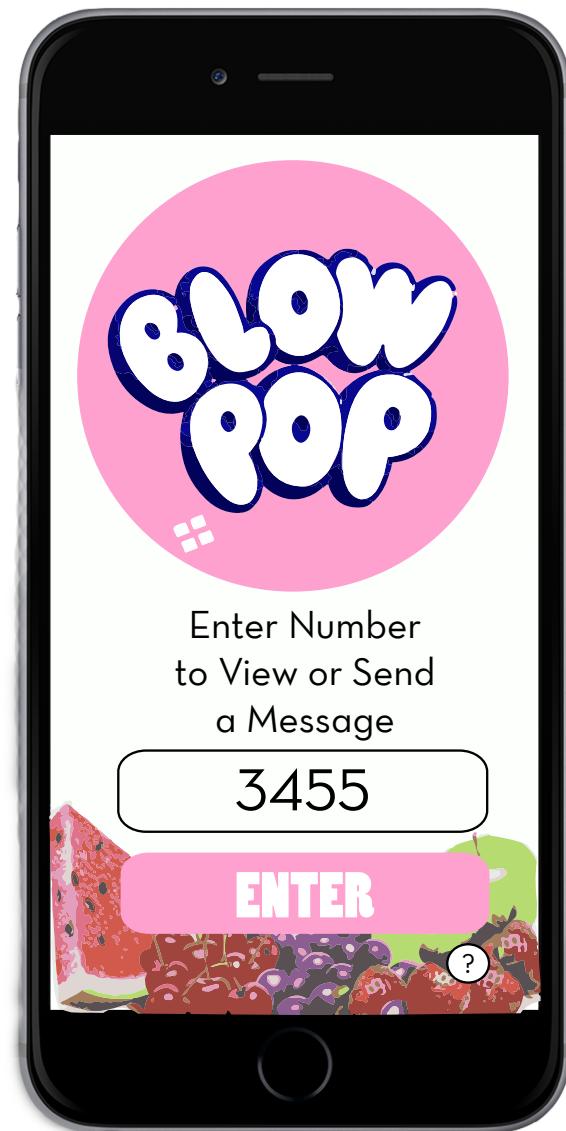
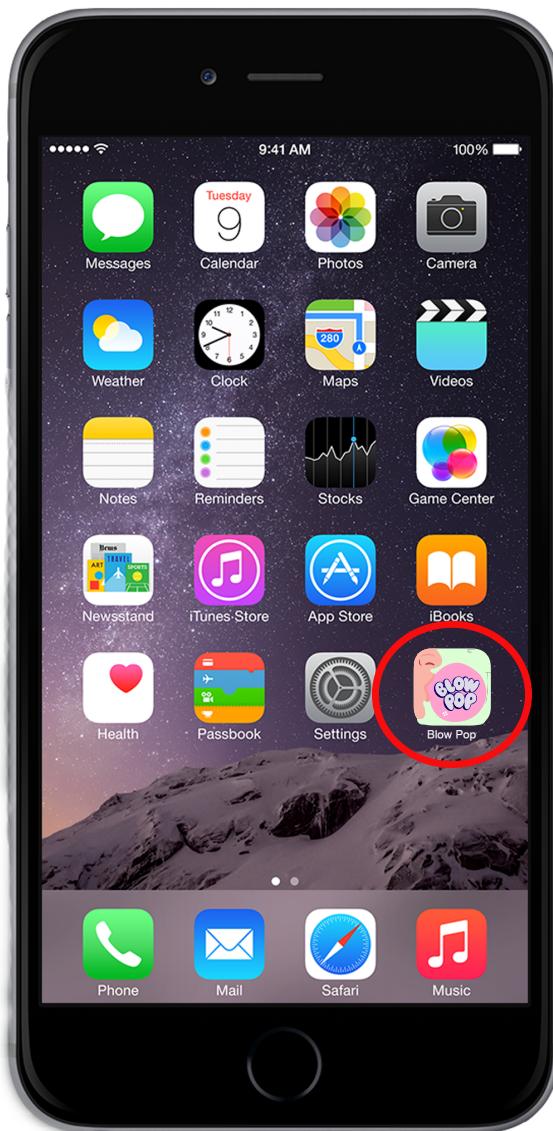
BILLBOARD #4



BILLBOARD #5

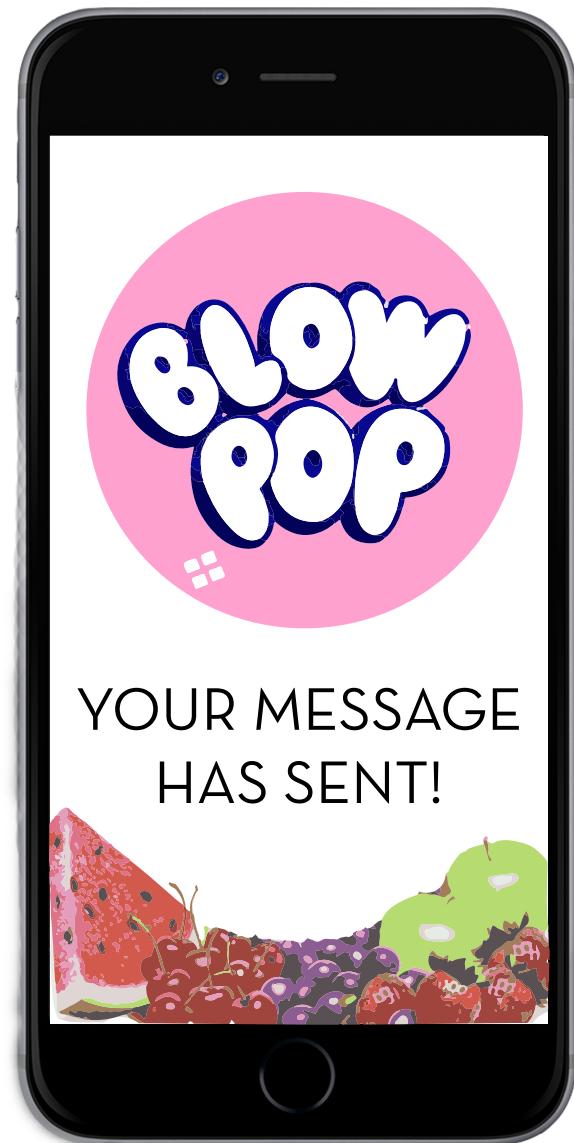


APP CONCEPT



This application will go along with the scratch off component of the Blow Pop lollipop. Each lollipop will have a scratch off where underneath will be a number. The consumer will then download the Blow Pop application, and input the number into the system. Once they type their personal message and hit send, they will then give the scratched off Blow Pop to the person, who they want to receive the message. The receiver will then download the application in order to view their personal message.

APP CONCEPT



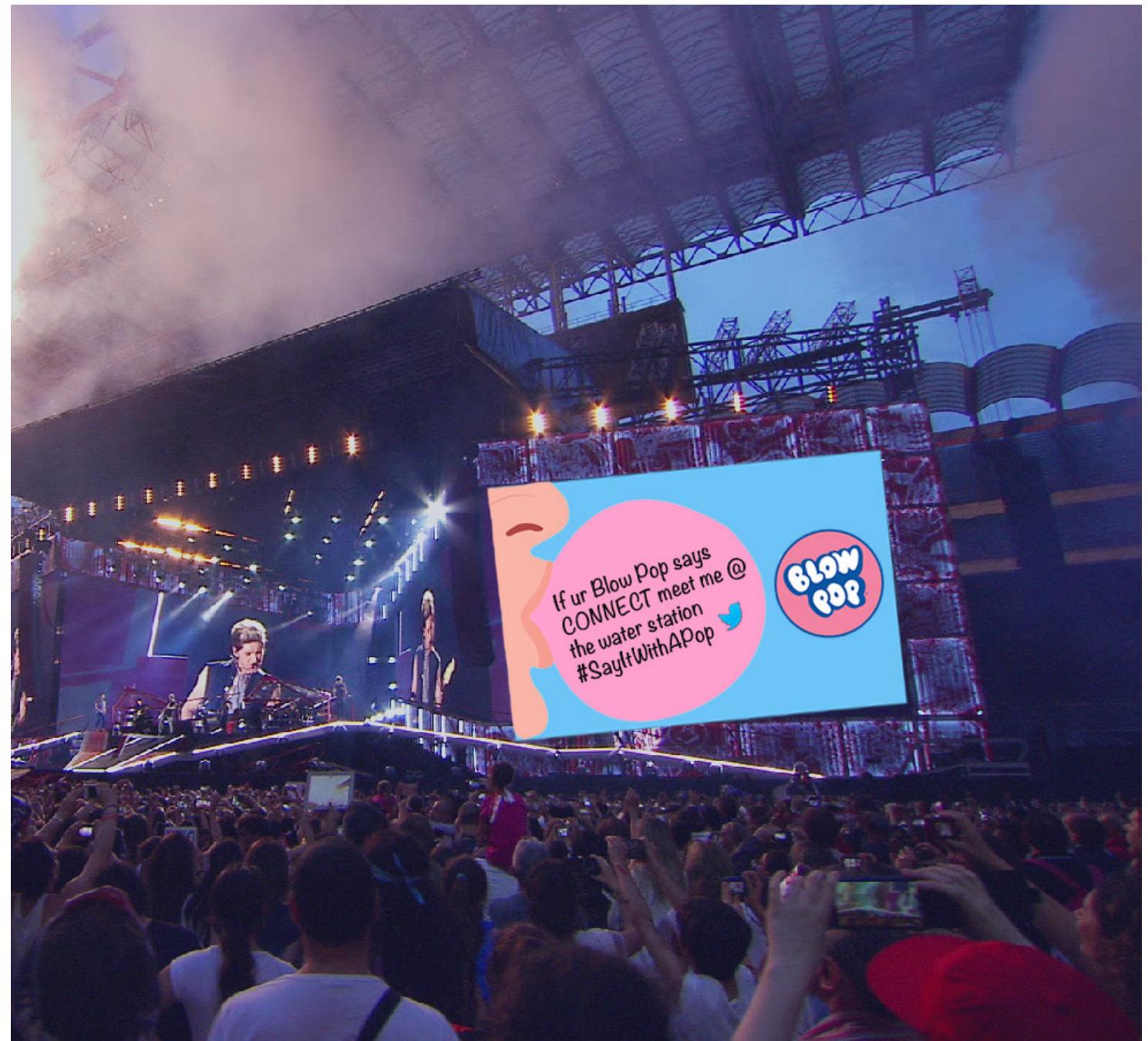
Because music festivals are becoming increasingly popular with our target market and a large part of that experience is meeting new people, Blow Pop's experiential component will take place at one of these festivals.

Participants will walk up to a Blow Pop stand at the festival to receive a lollipop. Inside the lollipop's wrapper will be a random word as well as the hashtag "#SayItWithAPop".

Every lollipop given out will have a matching word to one other lollipop. Once participants receive their lollipop, they will Tweet what their word is, where they want to meet up with the person that has their matching word and the hashtag inside the wrapper. The tweet will then be displayed on the festival's jumbotron where everyone will be able to see it. Once the participants find their match, they will be encouraged to share their experience on other social media channels such as Instagram.

EXPERIENTIAL





EXPERIENTIAL

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