

December 12, 2025

Prof. Isaacson

Client: OLD BAY SEASONING

Length: :30

Name: Joseph Jones

Big Idea: Old Bay gives every flavor a voice at the table.

Call You Chicken

CRAB: SNIFF SNIFF (RUNNY NOSE SOUNDS)

MVO: WHAT'S WRONG, CRABCAKES?

CRAB: SNIFF SNIFF (PREGNANT PAUSE)

MVO: DID THEY CALL YOU CHICKEN AGAIN?

CRAB: UHUH (SMALL)

MVO: HEY GUYS, CRABS AREN'T CHICKEN. YOU'D KNOW THAT IF YOU USED OLD BAY SEASONING TO BRING OUT THE SWEET, NUTTY, MELT IN YOUR MOUTH FLAVOR TYPICAL OF CRAB MEAT. SO APPRECIATE YOUR CRAB CAKES WITH OLD BAY AND LET FLAVOR SPEAK.