

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.

Appreciate Your Crab Cakes

SPICY: SPICY!

GARLIC: GARLIC!

SPICY: SPICY!

GARLIC: GARLIC!

MVO: YOU'VE TASTED LOUD FLAVORS ARGUING IN YOUR MOUTH BEFORE. HAVE YOU MET MY FRIENDS FROM OLD BAY SEASONING? THEY NEVER SPEAK OVER THE TOP OF EACH OTHER.

(FEMALE) CELERY SALT: HELLO, I'M CELERY SALT.

(FEMALE) PAPRIKA: AND I'M PAPRIKA. WE'D LIKE TO INTRODUCE YOU TO OUR FRIEND CRAB CAKES. SHE'S GOT AN AMAZING FLAVOR.

CRAB CAKES: THANKS GUYS, IT'S NICE TO BE APPRECIATED FOR ONCE. (SHY)

MVO: JOIN OLD BAY AND APPRECIATE YOUR CRAB CAKES. LET FLAVOR SPEAK.