

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.**