

The Savourist.

Hello

- Thank you very much for the opportunity to pitch my idea. I really like the values of the The Saviourist. One factor that I think really stands out, is this products competitiveness. The Saviourist is showing that it is different than any other product!
- I like the fact the product focuses heavily on not just being healthy but also being tasty, as I think there is a real gap in the market for tasty and healthy food.

Concept,

- A young female on her way to work, she has a spring in her step she is happy, confident and healthy. All that pass her by appear dull and depressed as they shuffle along. As the lady walks past individuals turn to look at her as they wonder why she is so happy.

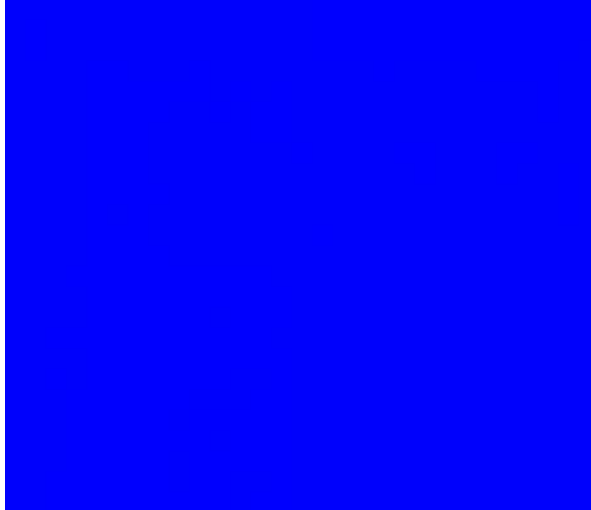


- As the lady commutes to work we see individuals eating a range of over exaggerated food types. Focusing on unhealthy or boring food these would be portrayed as cardboard meals or bowls of sugar. People would be lining up to purchase, quick on the go food in the form of cardboard.



- The final scene we see the young and confident women walk into a boardroom meeting and sit at the head of the table. Her colleagues round her all stop to look at what she is taking out of her bag as she pulls out a Saviourist bar everyone leans in as she eats it.







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Cast and location

- Work place environment that is modern and sophisticated.
- A actress who promotes a healthy lifestyles, as well as confidence
- The actress should stand out in bold colors compared to the extras as well as locations.

Thank you.

- Once again thank you very much for the opportunity to share my ideas with you. I think that the Saviourist has a great potential to change the way healthy snacks are portrayed and there is a clear gap in the market for such a product.