

RAINBOW MILK – “I LOVE RAINBOW”

SCENE	VO	SUPER
<p>Scene 1 Hand circling 1 June on calendar Show a glass of milk placed on the table with sound effect of glass touching table. Then camera moves into calendar...maybe on table</p>	<p>Child (shouting): “No mama! Later!” Mother: “Come on now, drink your milk and I’ll tell you a wonderful story of how Rainbow Milk spread the message of family health and goodness of milk on June 1st, World Milk Day.”. Child: “Ok mama.”</p>	
<p>Scene 2 Camera Zooms into the No. 1 Box to reveal a Green Pasture with butterflies and birds flying and mother running behind kid.</p>	<p>In the Beginning, God said Let there be Milk...and then from the green meadows and lakes of Europe came the 140 year old dairy farm company FrieslandCampina with RAINBOW!</p>	<p>1) 16,000 strong co-operative farms in Belgium, Netherlands and Germany. 2) Global presence across Europe, Asia and Africa.</p>
<p>Scene 3 A huge Milk can pouring milk with Rainbow Milk can next to it.</p>	<p>In the UAE, fresh milk has a 78% market-share.</p>	<p>78% drink fresh milk in the UAE.</p>
<p>Scene 4 Visual of mother trying to give a glass of milk to kid....and kid turning away)</p>	<p>However, Rainbow Milk gained the insight that it is a bigger task for mothers to get their children to like milk.</p>	
<p>Scene 5 Show box with Share the Goodness of Milk Logo come out with butterfly and elements with vitamins etc popping out....open box like a Pandora's Box with glow and particles.</p>	<p>The World Milk Day provided the perfect platform to tackle this.</p>	
<p>Scene 6 One major direction towards this campaign was taken by a collaboration with the Education Zone and Municipality of Sharjah resulting in a popular Morning Show with partnership with Rainbow hosted by the household name Maisoon . Showing a living room with kid switching on TV....the Dubai TV show going on)</p>	<p>First, Rainbow launched a powerful PR campaign with the Education Zone and Sharjah Municipality. In Dubai TV, Ministry of Health speaker, Maysoun El Shaera hosted a special segment on milk benefits.</p>	<p>1) Resulted in Fantastic free PR! 2) Sheikh Qasimi of Sharjah visits our event! 3) Increased PR by \$40,000</p>
<p>Scene7- Outdoor advertising and Press Ads everything comes in as a collage (show empty mall filling up with space) people going closer in timeliest and show 60000 attended super.....then show various events in the event.... People Sampling products.....Super appears 8000 sampled. Clients wanted all those events images to popup.....like Magician, Acrobats etc etc.</p>	<p>Then the Grand Finale – the 3 day mega event for families and children at one of the busiest malls in the UAE It was pre-advertised through various media. Visitors at the event were engaged with Fun activities and Games and a Facebook area where they could login into their Facebook account and Like our page.</p>	<p>1) The World Milk Day event 2) Event Exposure to 60,000 families. 3) 42,000 unique entries at event 4) 8000 products sampled. Stocks run out!</p>

<p>Establishing also that awareness was buildup among families and children.....and they used Outdoor ads....press ads etc. to drive traffic to this event....</p>		
<p>Scenes 8 There was need to build awareness among families and Kids who were popular with Facebook and they got an increased number of likes..... Here we show Facebook pages scrolling up.....and by the likes....the numbers animate unto 40000 and odd likes.. There should be a grand finale here.</p>	<p>The Rainbow Facebook fan page base increased by 50% during the campaign to reach 41,230 fans!</p>	<p>Overwhelming response!</p>
<p>Scene 9 End of Film with Logos on White screen.</p>	<p>Child: "Wow mom! I love milk! I love Rainbow!"</p>	