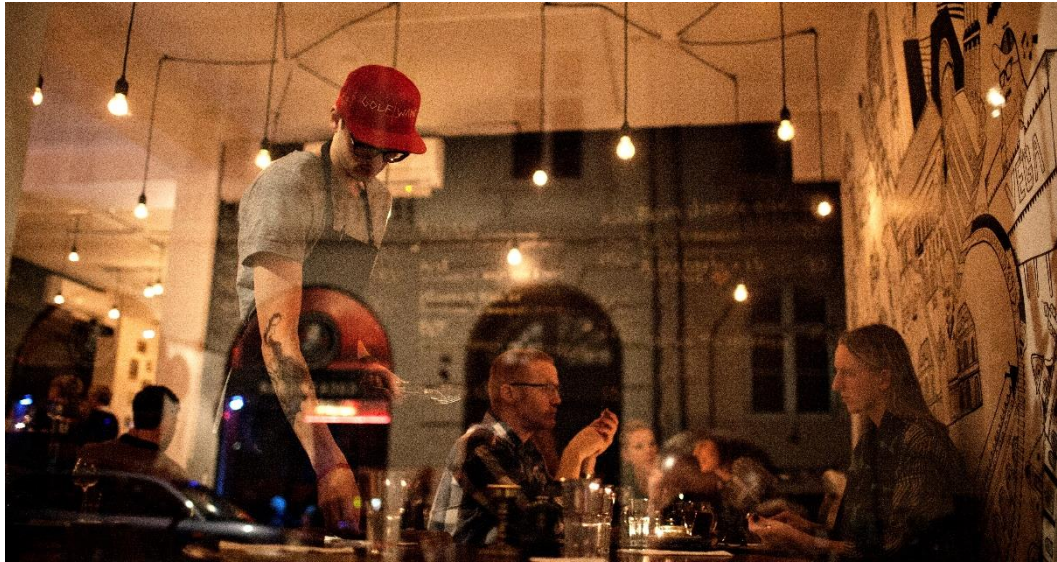


# VIDEO BRIEF - EKSTERNT

DATE/ 10.04.2017

CONTACT/ Bjarke Hjorth, Head of Digital Marketing, +4523430730



## NORDIC FOOD MAGIC

Two culinary masterminds meet to meet, collaborate, forage produce, and cook a magic meal for the locals. Nature is the backdrop. Copenhagen is the stage.

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## Background

Wonderful Copenhagen and Norwegian Air wishes to promote the Oakland – Copenhagen route by marketing Copenhagen as a destination. This is the brief to produce a destination marketing video to be shown on the inflight entertainment system on intercontinental routes on Norwegian Air's Dreamliner carrier.

## Creative direction

A star chef from the bay-area in the US is invited to CPH by a Copenhagen based chef. It is a meeting of the minds on the current culinary trends; local produce, organic lifestyle, urban farming, share food and high calibre cuisine. It's wild, fun and uniquely Copenhagen. The video should portray the food scene in Copenhagen by following the two chefs exploring hidden food gems, markets, local farmers, fishers or the like. The tone of voice should be young, urban and local and portray Copenhagen as a European capital of gastronomy. The video should be live-action documentary style with a high degree of realism and authenticity.

## Tone of voice

The visual style and tone of voice should speak to an international audience of frequent travellers but with a distinct Danish / Scandinavian style. The style should be noticeable different from regular inflight videos and magazine content. Given the nature of the creative idea, improvisation and a young, documentary style aesthetic is preferred. Most importantly should it portray the heart and soul of two chefs as well as the urban vibe of Copenhagen.

These themes / casting within the creative framework could be explored:

1. Sustainable: organic produce, rooftop farming, urban sourcing
2. Equality: Upcoming young women chefs
3. Diversity: Cross-culinary clashes; Japanese ramen, Mexican, New Nordic versus xx.

## Strategic insight

One of the strongest current trends in the travel industry is gastro-tourism. It is a phenomenon where Copenhagen has been at the forefront with the opening of Noma in 2007, which has resulted in the trend of New Nordic cuisine with double digit growth in restaurant bookings since the opening of Noma in the 2007. The movement of urban farming, local produce and high calibre food also happens to be a common denominator between the SF/Oakland area and Greater Copenhagen.

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## Target groups

Frequent travellers from metropolitan areas in the US. Approx. 25-55 years old with strong interests in cooking, dining, urban lifestyle, traveling and culture.

## Deadline

Finished video(s) should be ready by August 1<sup>st</sup>, 2017.

## Budget

A maximum of 250.000 DKK excluding plane tickets from Oakland - Copenhagen.

## Pitch

The pitch and proposal should contain a storyboard, moodboard, directors note as well as a detailed budget.

## Production deliveries

1. 120-180 (max) sec. live action destination video for inflight (aspect ratio 16:9)
2. Two – three 10-30 sec. video cut downs of key scenes in 4:3 aspect ratio tailored for Facebook / Instagram.
3. 10-15 framegrabs / stills from the film tailored for Facebook / Instagram