



**PRACTICE LIKE
A PRO CONTEST**

THE BIG IDEA

This summer, Dr. Oetker will be putting on the scrimmage of a lifetime for a group of lucky kids. Featuring stars such as legendary NHL Hall of Famer Jarome Iginla and pizza paddling hockey sensation Giuseppe.

With the help of TSN, we'll be creating a :30, :15, and :06 second spot announcing Dr. Oetker's exciting new Practice With A Pro contest. Jarome and Giuseppe will be playing head to head in a kid's hockey scrimmage, showcasing just how awesome practice with Jarome Iginla would be.

We'll be heading across the country to Jarome Iginla's hometown Kelowna, British Columbia, to set the stage for this epic scrimmage. We'll have a voice-over explaining the contest details throughout the spot and finish with a Dr. Oetker branded end card displaying the contest entry URL.



THE APPROACH

We'll rent an ice hockey rink in Kelowna, British Columbia. Our goal is to recreate an authentic hockey scrimmage where we can capture the natural joy of kids playing hockey. To fill out the teams, we'll have at least five children on each team. One team will feature Jarome Iginla as team captain, and the other will feature Giuseppe.

We'll open on Jarome standing in the middle of the ice rink with all the kids warming up around him. Then, he'll blow a whistle and call everyone to put their sticks in the middle. After everyone's sticks are placed in the middle, one more stick will be added to the pile. Except for this time, it won't be a hockey stick; it will be a pizza paddle. We'll then focus on Giuseppe, fully decked out and ready to go in his hockey gear.

We then cut to showing a montage from the most epic hockey scrimmage ever. We'll feature game time highlights to capture the natural joy of the game. While also making sure to choreograph hero highlights along the way. We'll be building up to Jarome scoring the final goal resulting in the kids going wild in celebrations.

We'll end the spot with a pizza party in the parking lot, with Giuseppe bringing a high stack of pizzas for everyone. The spot will end with a Dr. Oetker branded end card featuring the "Practice With A Pro" contest details.



BREAKDOWN

VO: Calling all young Alberta hockey fans!

We OPEN on JAROME IGINLA in his hockey gear standing in the middle of an ice hockey rink during a children's hockey practice. The kids casually are warming up around him, Jarome blows a whistle.

JAROME: Sticks in the middle!

He starts off the pile by tossing his own hockey stick as the kids all rush over to throw their sticks into the pile with bubbling excitement.

After all the kids have thrown their sticks in, we get one more addition to the pile. It's a pizza paddle! It's GIUSEPPE! He's appeared out of nowhere and is fully geared up and ready to play.

VO: Giuseppe has teamed up with hockey legend, Jarome Iginla, to help take your game to the next level.

CUT TO Jarome passing to one of his teammates who then scores a goal. Jarome then comes up to the kid, fist bumps him, and says:

JAROME: Nice Shot!

VO: Nominate your minor hockey team for Dr. Oetker's Practice With A Pro contest.

CUT TO natural gameplay footage of both Giuseppe and Jarome playing in the hockey scrimmage with the kids.

VO: Where you can win a practice with Hockey Hall of Famer Jarome Iginla!

CUT TO Jarome deking his way through Giuseppe and the kids from the other team. He shoots, he scores! The buzzer goes off just after the puck goes in. It's a buzzer beater! The kids from his team surround him in a hockey huddle celebration.

VO: Plus an epic Giuseppe pizza party for you and your teammates!

CUT TO a parking lot where all the kids are crowded around a pickup truck with the tailgate down fully set up for a pizza party including chairs, plates, and napkins. The kids have all of their hockey bags lying around everywhere and they look like they've just had a hard hockey practice. Giuseppe walks into the crowd carrying a full stack of pizzas. Jarome points to Giuseppe and smiles in acknowledgement for bringing the pizza. All of the kids clap and cheer that the pizza has arrived.

CUT TO all of the kids grabbing slices.

CUT TO to all of the kids naturally having a good time mid pizza party enjoying eating their pizza.

The pizza party scene then TRANSITIONS into the Dr. Oetker end card displaying the Practice With A Pro contest details.

STORYBOARD

#1



We OPEN on a medium shot of Jarome Iginla standing in the middle of the ice as kids casually skate around him. The VO begins. Jarome then blows whistle and yells “sticks in the middle!”

#2



Players hurriedly skate over and we see a close up of sticks being thrown into the middle. Giuseppe’s pizza paddle gets thrown onto the pile last.

#3



We then capture a medium shot of Giuseppe standing among the kids in full hockey gear. VO continues.

#4



The hockey game begins and we see Jarome in a wide shot pass the puck to his teammate who scores. We then see a close up of Jarome fist bumping the kid and saying “Nice Shot”.

#5



Here we capture multiple angles and shots of natural gameplay featuring the kids, Giuseppe, and Jarome. The VO continues.

#6



We then see Jarome deke out Giuseppe and score the game winning goal. We capture a medium shot of Jarome’s teammates celebrating around him.

STORYBOARD

#7



We see a wide shot of a truck with its tailgate down and a full pizza party prepped. Jarome and the hockey players surround the truck waiting for pizza. The VO continues.

#9



We see a close up of the pizza slices being grabbed by the kids.

#8



We then show a wide shot of Giuseppe walking into the crowd carrying multiple stacks of pizza. Everyone cheers as the pizza arrives.

#10



We end on a wide shot of everyone enjoying their pizza. The scene then transitions to the Dr. Oetker end card displaying the contest URL. A VO narrates the instructions to enter the contest.

THANK YOU.