

# Kruger Big Assist

## Creative Treatment

30 Second Promo Spot

Jan 27, 2022



# Approach

As Year Two of the Kruger Big Assist program rolls out, TSN wants to take Canadians right into the heart of the initiative, the rink. We'll use a local community rink to set the tone of Kruger's message of assisting communities in need to help kids follow their hockey dreams.

Kayla will introduce Kruger's message and carefully lay out the Kruger Big Assist Campaign while walking through the rink. As Kayla describes the program, we'll show B-Roll footage provided by Kruger as well as relatable stock footage. Kayla's voice will carry viewers through the spot, while the footage paints a picture of children getting the opportunity to play hockey. We'll then finish with Kayla explaining the final details of the program as we close out the promo spot with a custom TSN backpage featuring tune-in information.



# **The Big Assist With Kayla Grey (0:30)**

## ***First Draft***

We open at an Ice Hockey rink in the space between the bleachers and the rink. Kayla in a medium shot is slowly walking towards the camera in a walk and talk sequence.

**Kayla O/C: Kruger's Big Assist Program is proud to support children across Canada by helping them play the game they love.**

We see B-Roll of children in communities playing hockey, in a practice session, and hanging out at the rink.

**Kayla V/O: Kruger has committed 150,000 dollars to 15 winning communities. One of those communities will receive a second assist of an additional 50,000 dollars to support diversity and inclusion in hockey.**

Cut to backpage of SportsCentre and Kruger Big Assist with announcement details.

**Kayla V/O: Tune in to SportsCentre on March 31st, where we'll announce the Kruger Second Assist Winner.**



# Mood Board





## Cinematic Style

We'll shoot at a local community rink to give the spot an organic look. The lighting will be bright to represent the uplifting manner of the program. Kayla will deliver lines to camera in a walk and talk sequence. Her delivery will be conversational, giving the tone a genuine feel.



## Brand Integration

Kruger's brand will be integrated authentically throughout the spot. We'll use Kruger's brandsell and previously shot content for B-Roll footage. The piece will end with a custom backpage that will feature Kruger's Big Assist logo, Kruger's program URL, and tune-in details.

