



- Problem:** Today's generation has forgotten about the great taste of Ore-Ida French fries, and avoids frozen food because it is unhealthy.
- Objective:** Introduce a new audience to Ore-Ida and create excitement for Ore-Ida's incredible French fries.
- Demographic:** Young urban adults 18-24
- Concept:** Combine surrealism and food photography to depict scenarios where one might imagine Ore-Ida French fries.
- Insight:** You'll imagine food in other places when you're hungry.
- Tone:** Fun & Fresh