



ZOMBIES KODAK COMMERCIAL
BTS/EPK PACKAGE

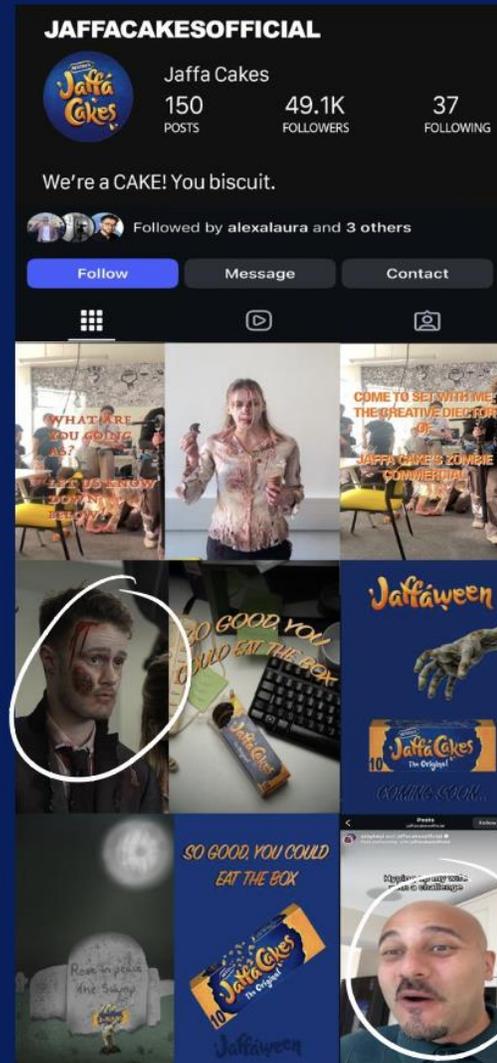
SOCIAL MEDIA CAMPAIGN

Primarily use Instagram

- Allows for cross posting on Facebook and Tiktok
- Post images and video
- Consumers can easily share with friends & family

Gradually release 'teaser' posters until the commercial is released

After the commercial airs, the BTS content will be released



BTS reels

Release of commercial

Taken from Jaffa Cakes page

BTS reels

All shot vertically for social media

Between 30 seconds to 1 minute 30 for easier consumption



[HALF MOON.mp4](#)

Recreation of famous Half-Moon advert

- Comedic way to combine old and new marketing campaign
- Create a conversation between different generations of consumers



[COSTUME.mp4](#)

What are the crew going as for Halloween

- Brings the audience closer to the campaign
- Establishes theme of the commercial
- Encourages audience engagement in the comments

BTS reels



[COME TO SET WITH ME. mp4](#)

Come to set with me

- Trending style of video
- Brings the audience closer to the campaign



[EAT THE BOX. mp4](#)

So Good You Could Eat The Box

- Announcement of the Tagline on social media
- Cross channel marketing – keep the campaign in the audience’s mind

BILLBOARD CAMPAIGN

Posters done in landscape and portrait for versatility

Posted on social media too for cross-channel marketing



Mock ups of the posters on billboards

Jaffaween



COMING SOON...

-Subtle nods to aspects of the commercial to create suspense

-'Halloween' theme to match the commercial

-Using the 'JAFFAWEEN' slogan which is a real Jaffa Cake campaign

SO GOOD, YOU COULD
EAT THE BOX



Jaffaween



- Paired with Instagram reel
- Cross channel marketing – keep the campaign in the audience’s mind

BTS PHOTOGRAPHY

