

KINDER CHOCOLATE

BY ANDOR S. MATE

WRITTEN INFORMATION

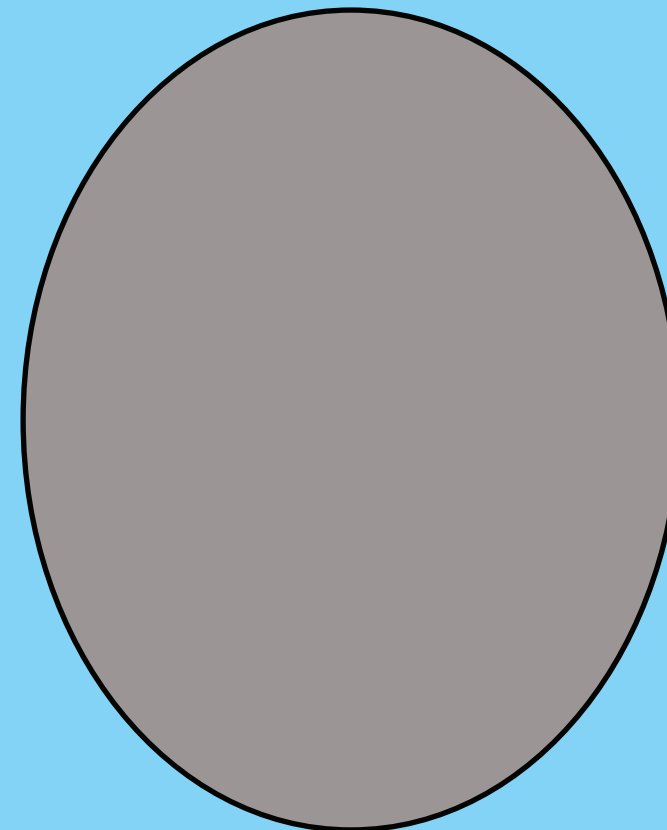
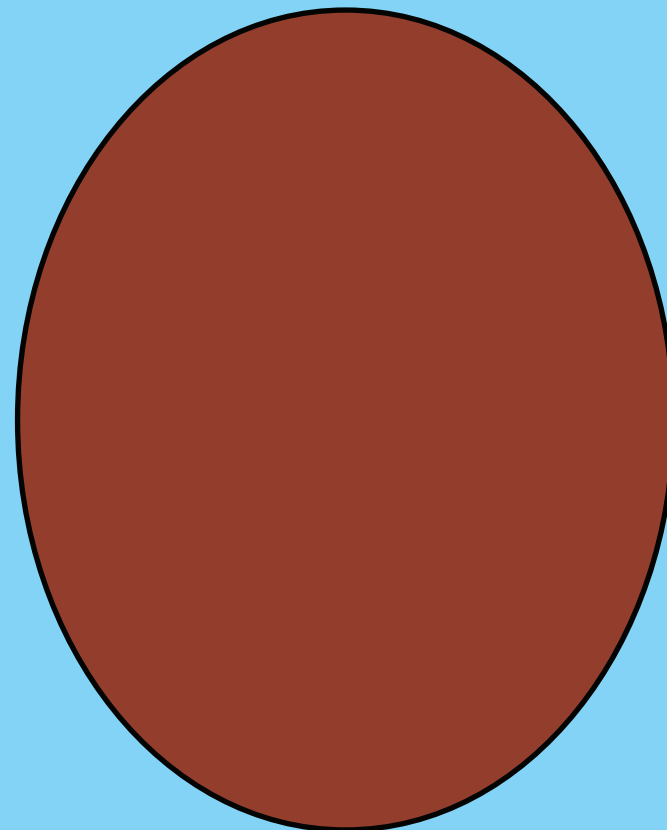
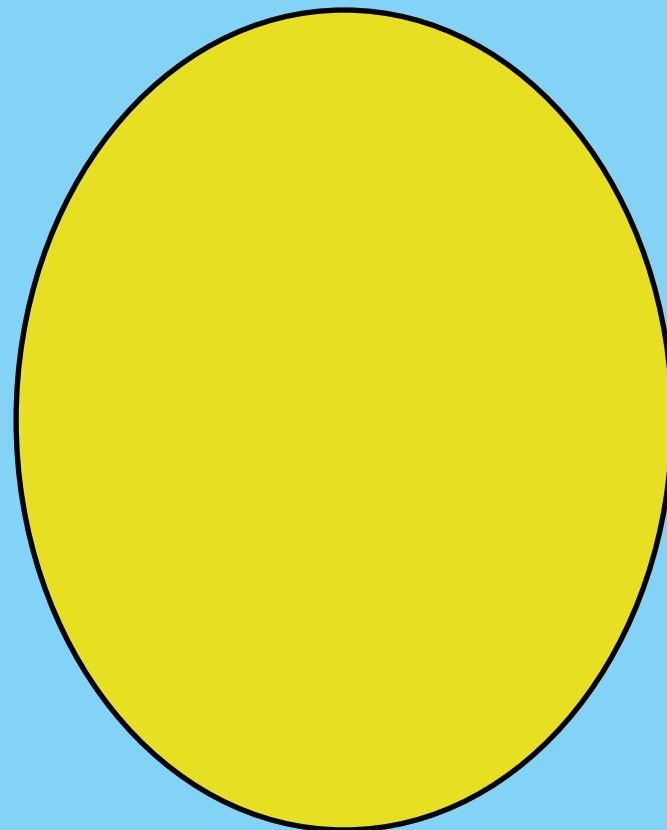
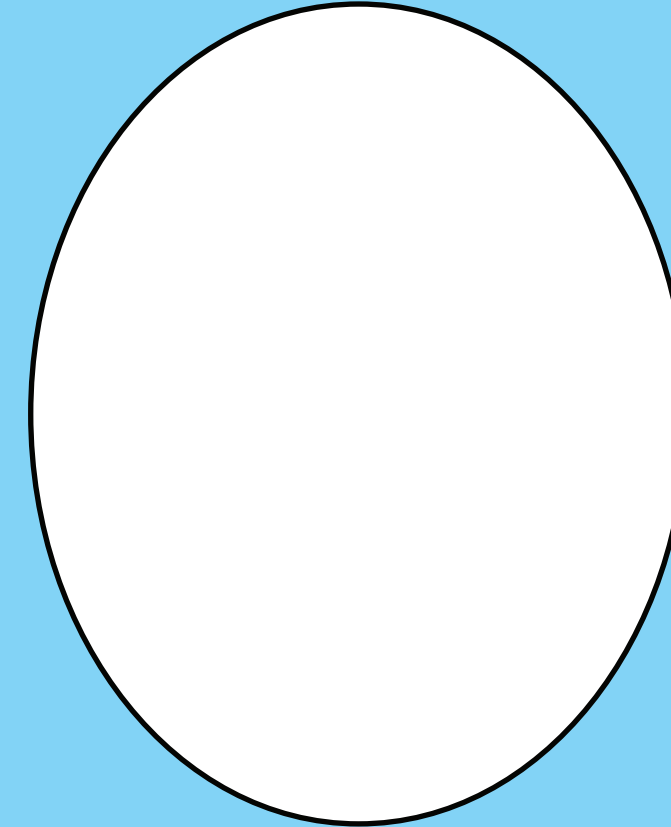
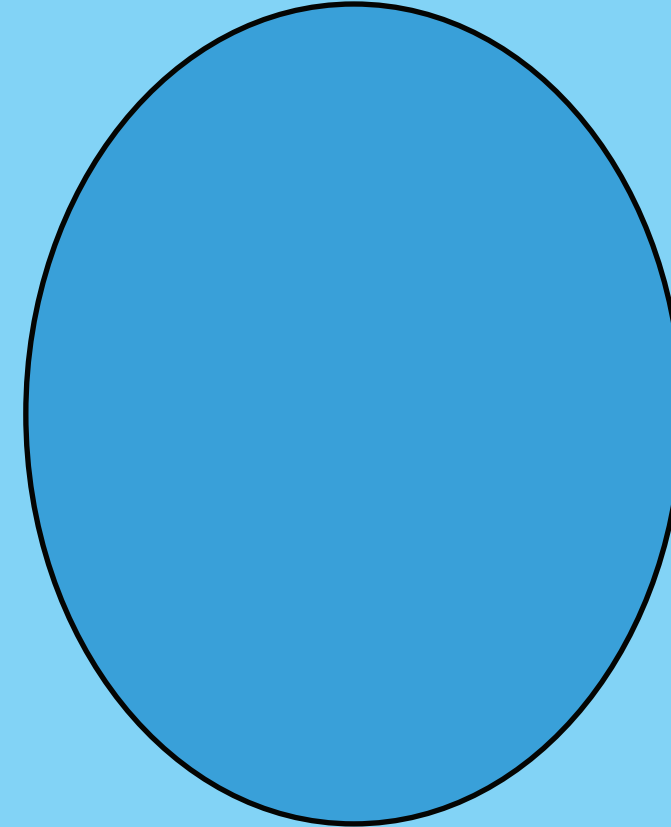
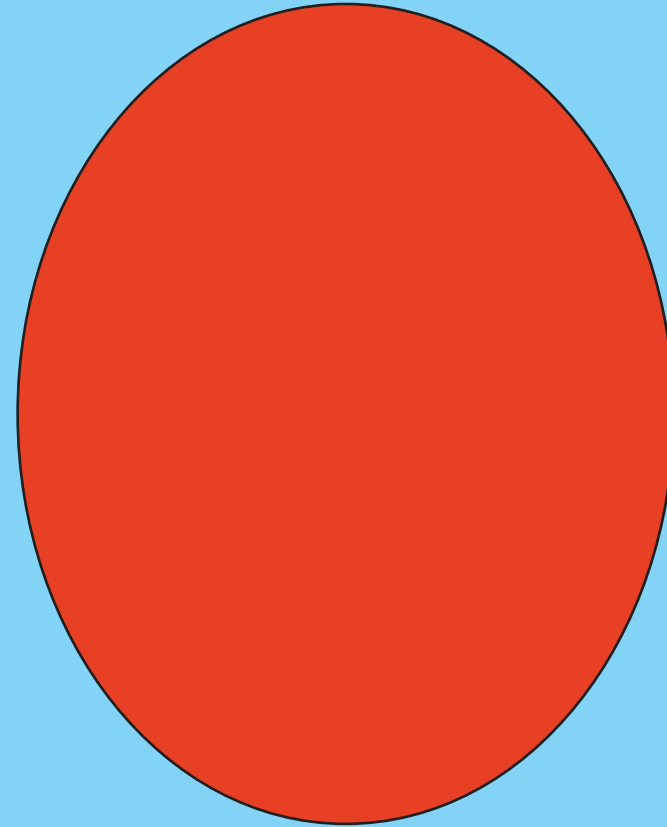
Concept: Within this world, there are multiple different types of chocolate that people like, but Kinder Chocolate is not recognized easily because it's European and rarely seen in America except at certain European butcher shops. What I am trying to aim at is to show what Kinder Chocolate is and how delicious it is. It has milk chocolate in it, which is to help children to grow because of the milk. One of the company's chocolates, the Kinder Egg, has a toy inside. The main focus group of Kinder Chocolate would be everyone, mostly children.

Company: It is the second largest chocolate brand in the world Kinder is sold in 170 countries and now sold in the U.S.A. Kinder has a wide variety of chocolate flavors.

History: The history of Kinder started in Alba, Italy in 1968. The creator of chocolate was Michaele Ferrero and he would add some other things to the famous brand to the Ferrero company and the family still owns it to this day.

Kinder Site: <https://www.kinder.com/us/en/>

CHOSEN COLORS



BRAINSTORM



MOODBOARD



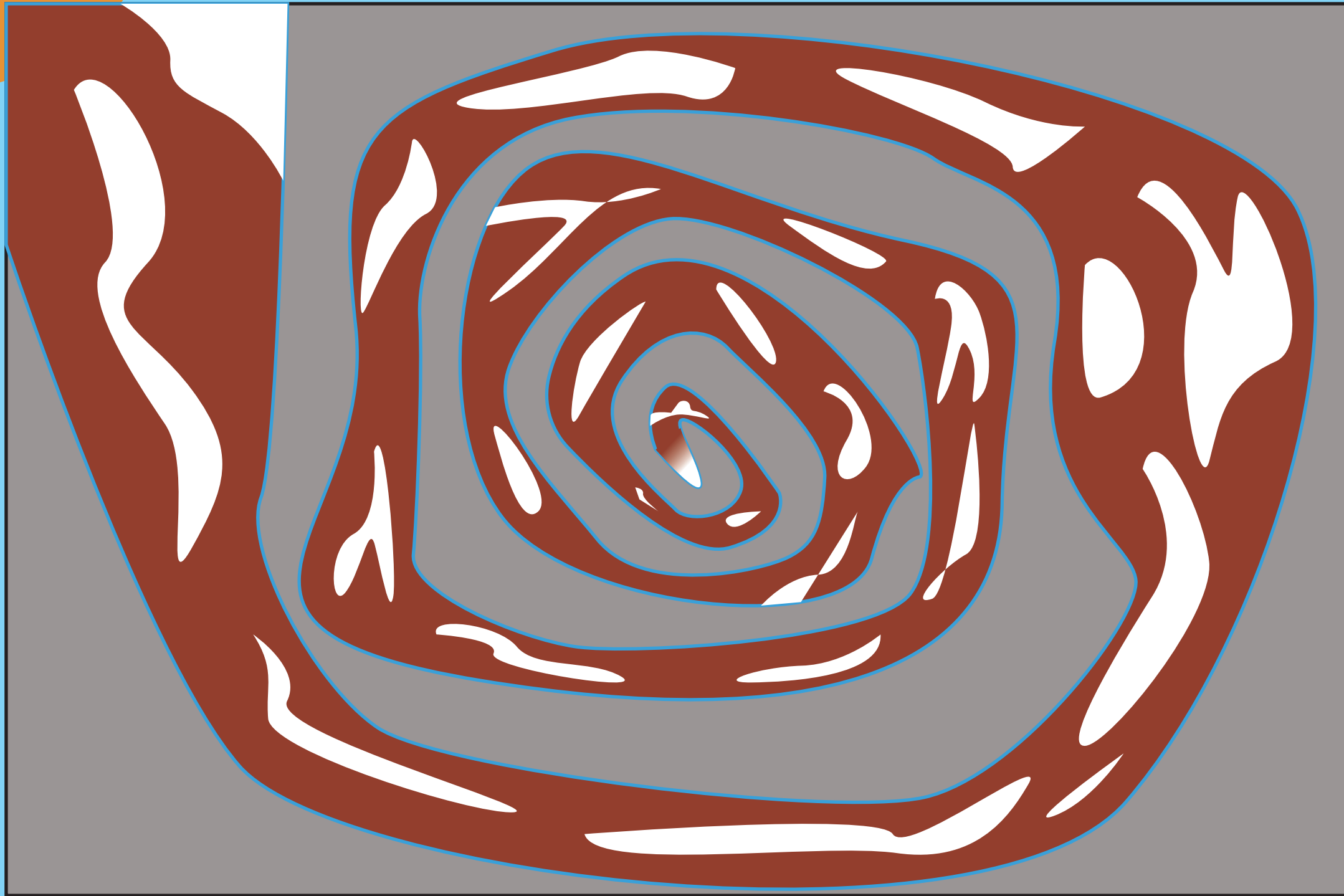
GRAPHIC STYLE

Kinder[®]
Chocolate

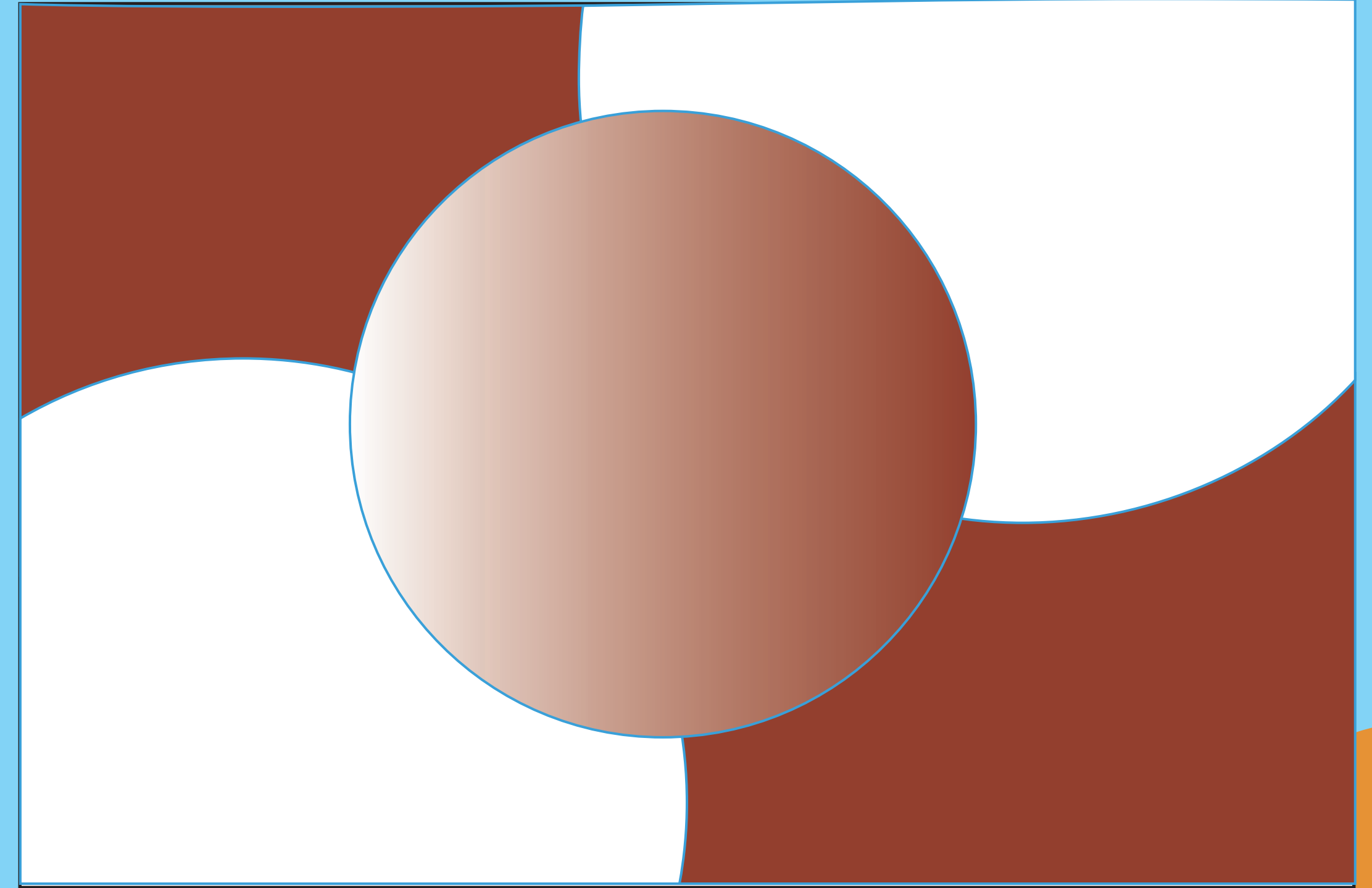


STORYBOARD

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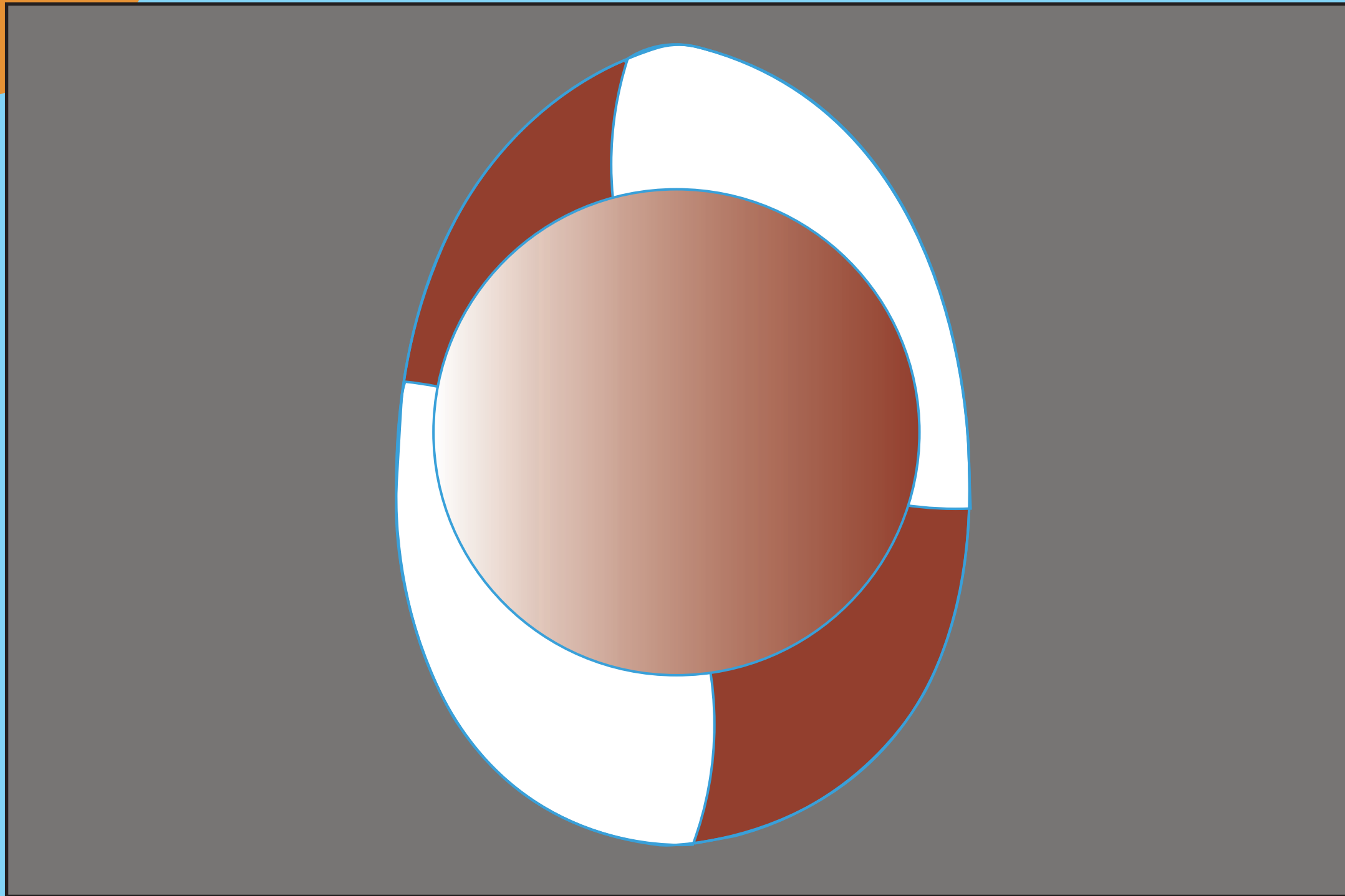
Scene 1A: A spiril of chocoalte and milk will fill upon the screen, which will be the first transition.



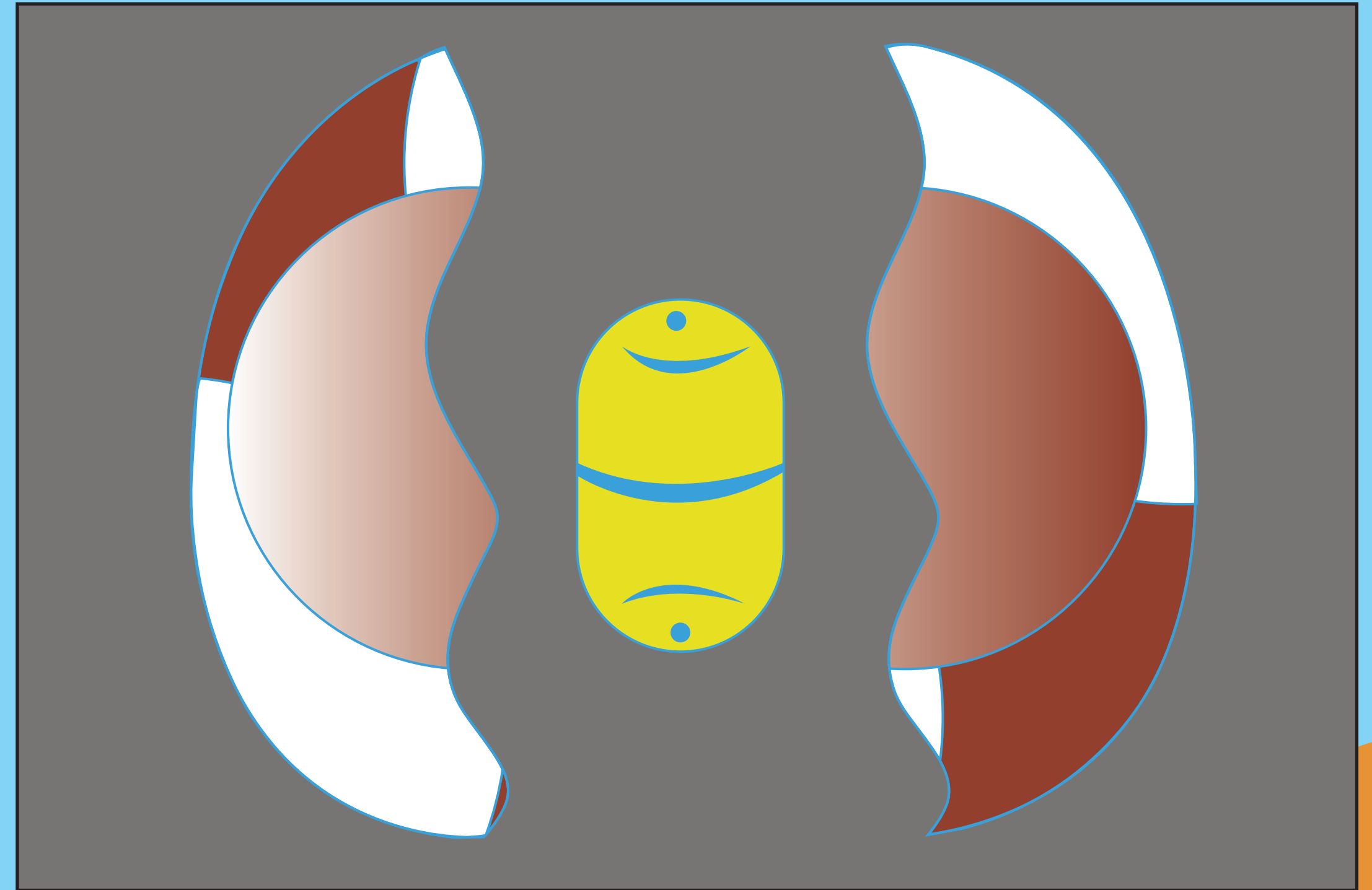
Scene 1B: The completed transition.

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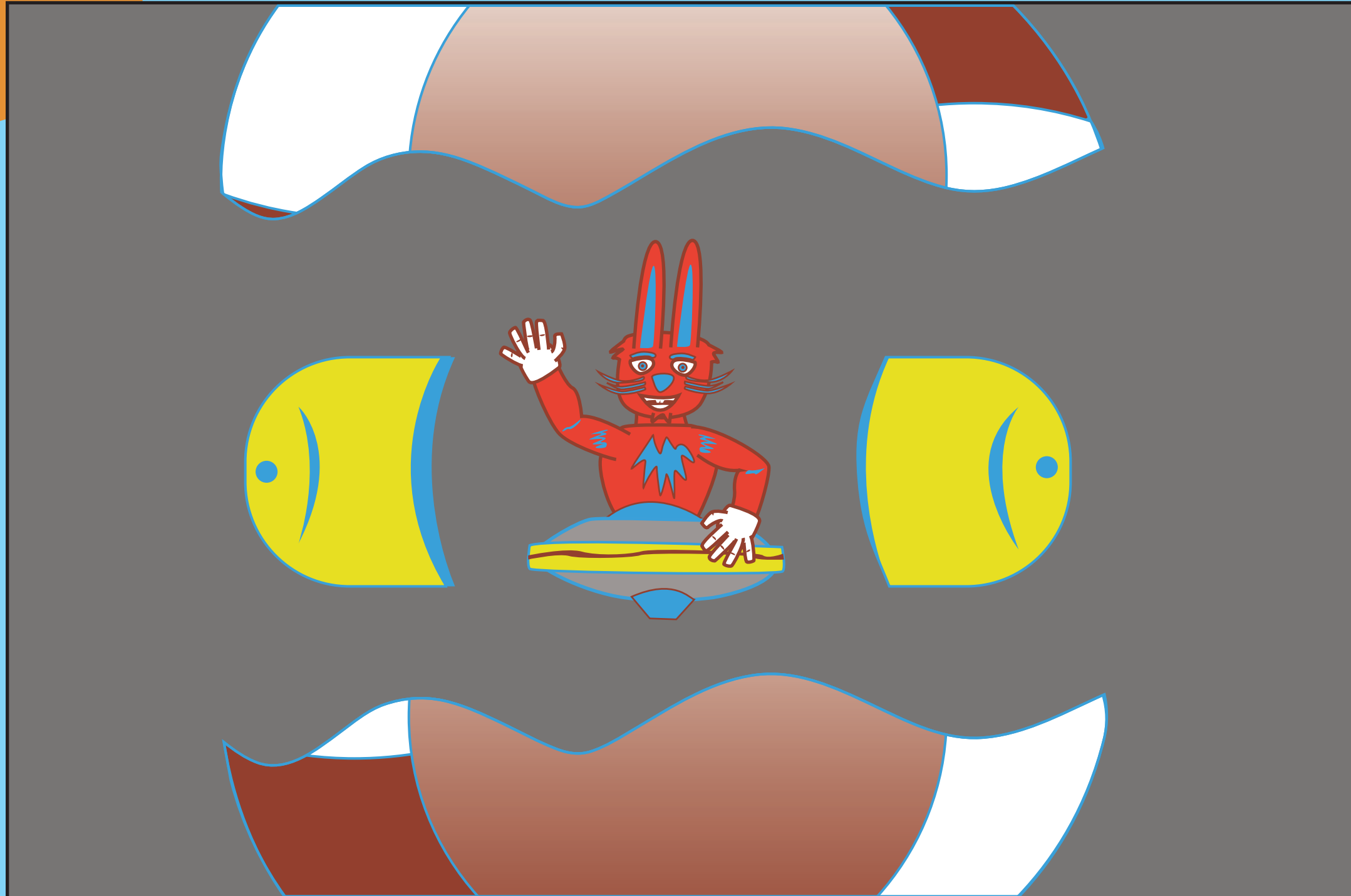
Scene 2: The milk Chocolate ball screen will scale down to KINDER egg.



Scene 3: The Kinder egg will crack apart to reveal a toy capsule.

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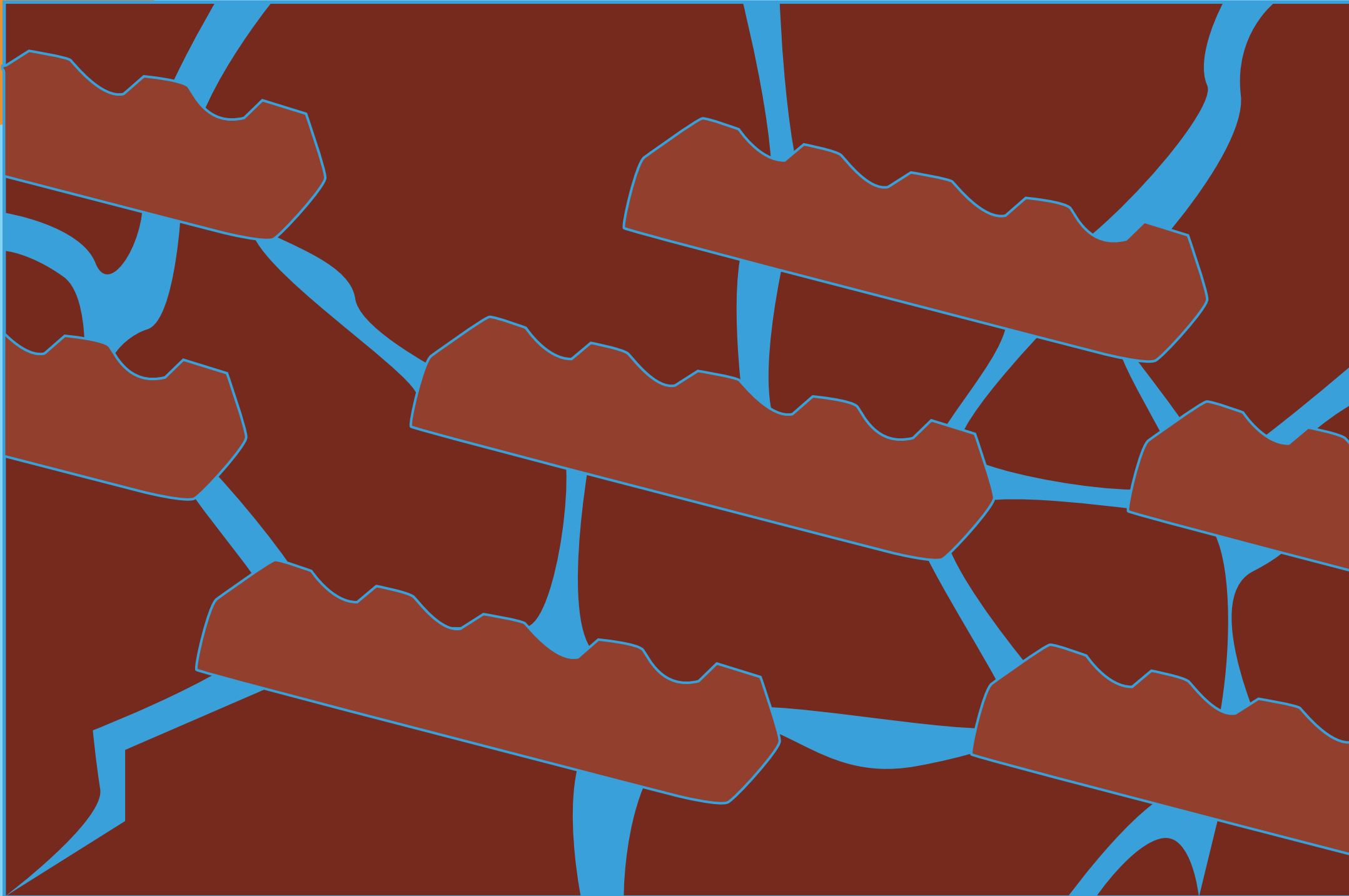
Scene 4: The egg will rotate, then the toy will be show or reveal, then the egg will melt into a chocolate and milk wave.



Scene 5A: Then the milk chocolate wave will flow down for the second transition.

STORYBOARD

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Scene 5B: Then the chocolate wall break to become the mold of Kinder chocolate.



Scene 6: The next will zoom out to show children grabbing some of Kinder Chocolate.

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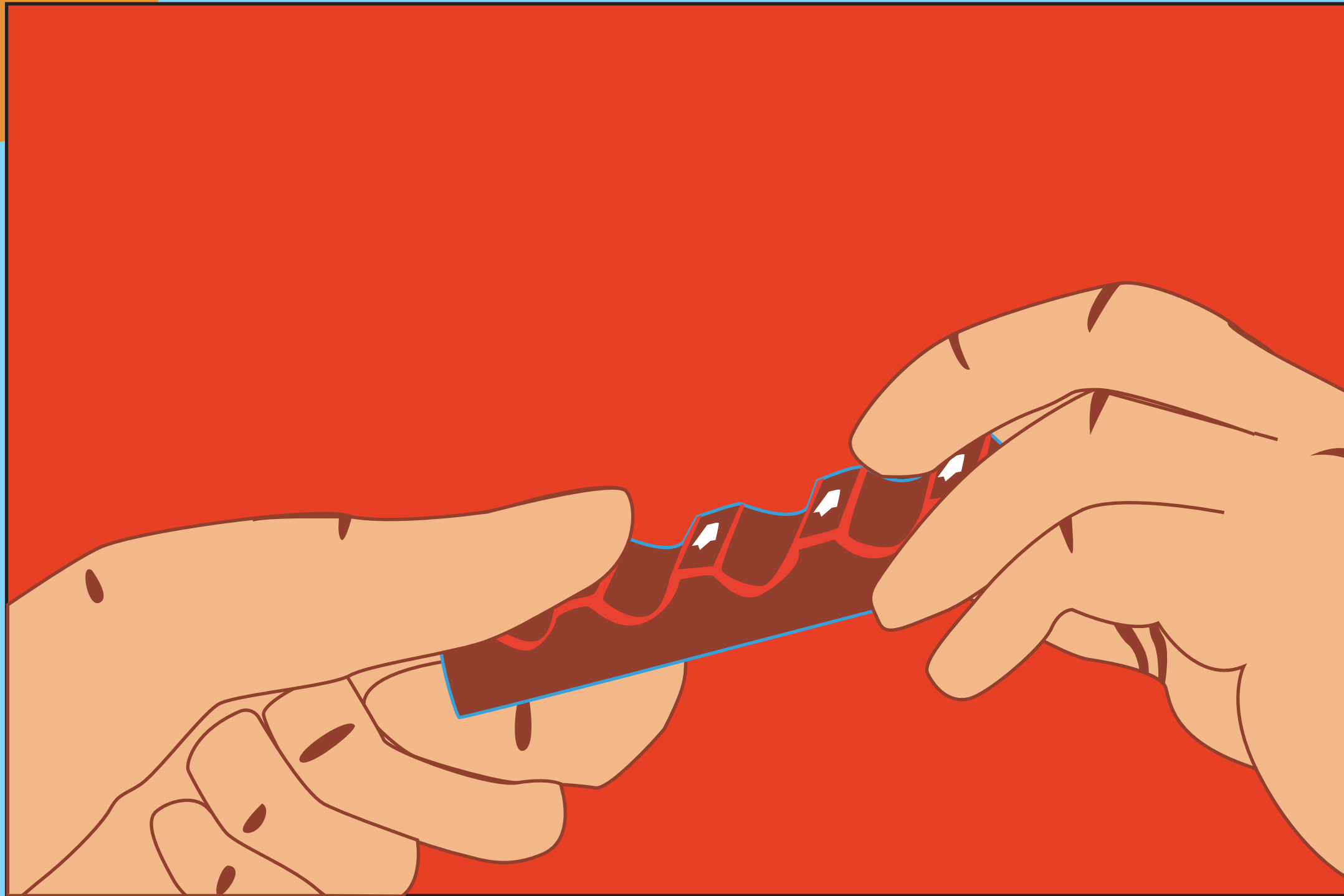
Scene 10: A close up shot of the girl eating the kinder chocolate.



Scene 11: A close up shot of the boy eating the kinder chocolate.

STORYBOARD

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Scene 12: Two children will then pick up one of the Kinder Chocolate.



Scene 13: It will zoom in, to show the chocolate will crack which will be the transition to the last scene.

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Scene 14: The last will show the Kinder Chocolate logo.