

OVERVIEW:

The purpose of this campaign is to create content, to show + explain how and why you love these products. These videos will live on product pages on DoleSunshine.com

IDEAL CREATOR

- US based
- Female / Male
- Families with kids
- Overall campaign seeks to have a diverse mix of creators
- Individuals with busy lifestyles who create content related to food, snacking, shopping and everyday life "hacks"

CAMPAIGN DELIVERABLES:

- 3 UGC Horizontal Video (16x9 aspect ratio)
 - o Video Length: :30 seconds - :59 seconds maximum (ideally closer to :30)
 - o MUST send creative concept for review
 - o MUST send video draft with text overlays for review
 - o MUST send fully edited video with transitions, text overlays, royalty free music (use [Commercial Music Library](#) or [FB Sound Collection](#)), voice overs, original sounds, etc. for us to use.
- Final video must be in the following format:
 - o 16:9 aspect ratio

Technical Specs

- Must be an MP4 video file
- 16:9 aspect ratio | 1920 x 1080 pixel size
- Audio Specs – AAC Codec with 44.1 kbps bit rate

VIDEO EXECUTION & THEMES

In order to ensure coverage for all products, please see the video execution breakdown for your 3 videos below. Additionally, each of your videos should fall into 1 of these themes.

Video 1 = 4CT Sleeve of Orange Dole Wiggles (R) Gels
Video 2 = 4CT Sleeve of Strawberry Dole Wiggles (R) Gel
Video 3 = Dole 10CT Snacking Variety Pack

- Taste test
- Treat to reward your kids (Wiggles)
- Snack Hacks/Weekly Prep
- Treat that your kids love and you feel good about

CREATIVE CONCEPTS:

All accepted creators will be required to share 3 creative concepts (one for each video) for approval prior to creating content. We will need you to share how you envision this video coming to life. Your concepts should follow the template below:

Concept Template:

1. The Hook
 - What is your hook?
2. Middle
 - What's the setting in which you're going to film?
 - Are you going to use voiceover or text overlay to communicate key messages? (prefer both at minimum)
 - Include the scenes you will be showing to demonstrate the use of the product
 - Include your personal story & what key product benefits you will highlight
3. Call to Action
 - What is your CTA (should be general i.e - you've gotta try this, you'll love it, grab it today, etc.)

Example Videos:

Videos we LOVE

[Example 1](#)

- I'm using the first video for this product as an example of things I really like and few that I don't. I love that she is showing the outer packaging and inner product and eating the product to highlight taste/appetite appeal. I do not like that she is outdoors and wish she would've highlighted a couple more RTBs; text overlay would have been helpful here as well for sound off environment.

VIDEO REQUIREMENTS:

DOs

- DO: send creative concept for approval prior to creating content
- DO: Must show appetizing consumption of product
 - Do not show difficulty in opening cups
 - Can show product on spoon & in bowl
 - Please ensure fruit pieces look appetizing in shots
- DO: feature close-up of product with the logo visible (legible, not backwards)
- DO: product must be present within the first 3-5 seconds of the video.
- DO: Do show both the external packaging and the bowls inside.
- DO: Do show the product in a typical consumption environment.
- DO: include text overlays
 - Ensure legibility and contrast against background
 - Try to make sure text does not cover key shots of product or talent
- DO: make it fun and keep it authentically you - high energy & playful
- DO: ensure the background does not have any visibly branded logos
- DO: be mindful of background sights, logos and noise
- DO: wear neutral & family friendly clothing, have clean nails/hands (no bright nail colors); generally well kept appearance
- DO: film horizontally with resolution no lower than 1080X1920
- DO: include royalty free music (use [Commercial Music Library](#) or [FB Sound Collection](#))

DON'Ts

- DON'T: refer to any product as being new or use any language referencing time or seasons
- DON'T: use the product in place where not normally used (ex: outside)
- DON'T: show mirror-image (reversed) of product (need to see label correctly, not backwards)
- DON'T: show competitor branding
- DON'T: wear clothing with logos or other brands
- DON'T: show the labels/logos of other products or other IP in the video
- DON'T: show or refer to competing brands or retailers
- DON'T: use any transformational filters on videos
- DON'T: portray cats in a negative light

VIDEO MESSAGING

DO's

- DO: speak authentically about why you love these products & when you eat these products
- DO: highlight at least 2 of the product talking point (below) that resonate with you
- DO: mention the complete name of the product
- Things you can say about Dole Wiggles Gels (all Flavors):
 - No added sugar -requires disclaimer overly "Not a low calorie food. See nutrition facts panel "

- Made with 100% Fruit Juice - requires disclaimer overlay "**with natural flavors and other ingredients"
 - Excellent source of Vitamin C
 - Wiggly, giggly fruity treat
 - No mess fruity treat
 - Fun to eat
 - Delicious flavor, tasty, yummy
 - Great jiggly texture
 - Must use full product name "Dole Wiggles (R) Gels"
- Things you can say about Dole Fruit Bowls Snacks (Peach cup in the variety pack):
 - Made with 100% fruit juice - requires disclaimer overlay "**with other flavors and ingredients"
 - No added sugar -requires disclaimer overlay "^Not a low calorie food. See nutrition facts panel "
 - Made with one serving of fruit** -requires disclaimer overlay "***each container has 1 serving (½ cup) fruit per USDA Nutrient Data"
 - Made with delicious real fruit pieces
 - Excellent source of vitamin C
 - Delicious flavor, tasty, yummy
 - Must use full product name "Dole (R) Fruit Bowls (R) Snacks"
- Things you can say about Dole Good Crunch (Dried Pineapple in the variety pack):
 - No added sugar
 - Only ingredient is pineapple
 - Bursting with flavor and an ultra-craveable crunch
 - Alight and airy, perfectly poppable bite
 - Must use full product name "Dole (R) Good Crunch TM"

DONT's

- DON'T: sound scripted
- DON'T: mention where you purchased the product (i.e Walmart, Target, Publix, etc)
- DON'T: make any preventative claims
- DON'T: Use profanities, crude language, or promote drug and alcohol use
- DON'T: Make any preventative claims (ie "this product cures X")
- Things you cannot say about Wiggles:
 - Cannot refer to it as having fruit or use phrases that suggest it has fruit in it - only that it's "made with fruit juice"
 - Cannot show any dancing or music in relation to product
 - Do not refer to the product as Jello
- Things you cannot say about Fruit Bowls:
 - Do not say the product is:
 - Healthy
 - Nutritious
 - Wholesome
 - Good for you

- Do not call the “fruit cups” but please use “fruit bowls” or use the full product name

PRODUCT INFO

Accepted creators will receive each of the following items to use in their content:

- [4CT Sleeve of Orange Dole Wiggles \(R\) Gels](#)
- [4CT Sleeve of Strawberry Dole Wiggles \(R\) Gel](#)
- [Dole 10CT Snacking Variety Pack](#)