

# CAMP – KING

Old Navy

VIDEO ASSIGNMENT

APRIL 18



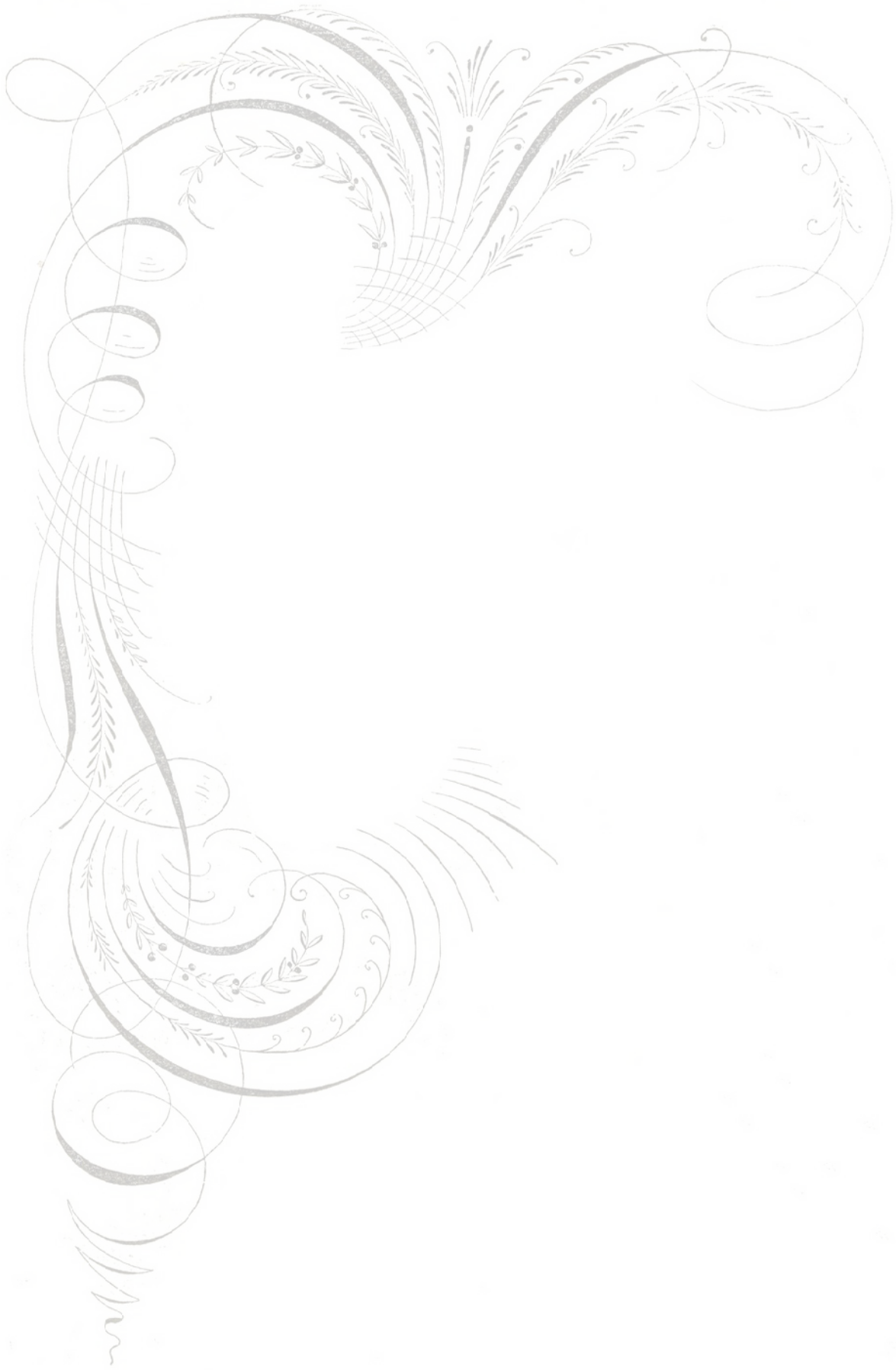
# I THE ASSIGNMENT:

Develop a family of films (for online video usage) that has a video for each of the following:

1. Celebrates Jennie moms and the sales targeted at her and her family (e.g., Mother's Day & Back-to-School).
2. Approaches "Clearance Sales" from a Corporate Point of View, with some tongue-and-cheek honesty about why do clearance sales.
3. Celebrates the real, modern American family and Old Navy's love for them.

Net, celebrate what Old Navy values and the value we give in return.  
Done through a new conversational lens with a fresh, reverent, yet real point-of-view.





# II

## WHAT WE DO:

Make brands Conversation-worthy™

## HOW WE DO IT:

Create Conversation-swell™ - the surge of support, appreciation, or enthusiasm for a brand. Inspired, or triggered, by ideas that manifest in the form of virtual or real word-of-mouth advocacy for a brand.

## WHY WE DO IT:

Brands that ignite the most positive conversation (or Conversation-swell™) grow, on average, 4x faster than the category (London School of Economics).



# III

## CONVERSATIONAL CUES: SEMIOTIC ANALYSIS

Every category has its own language composed of words, sights, sounds and cues that speak to consumers.

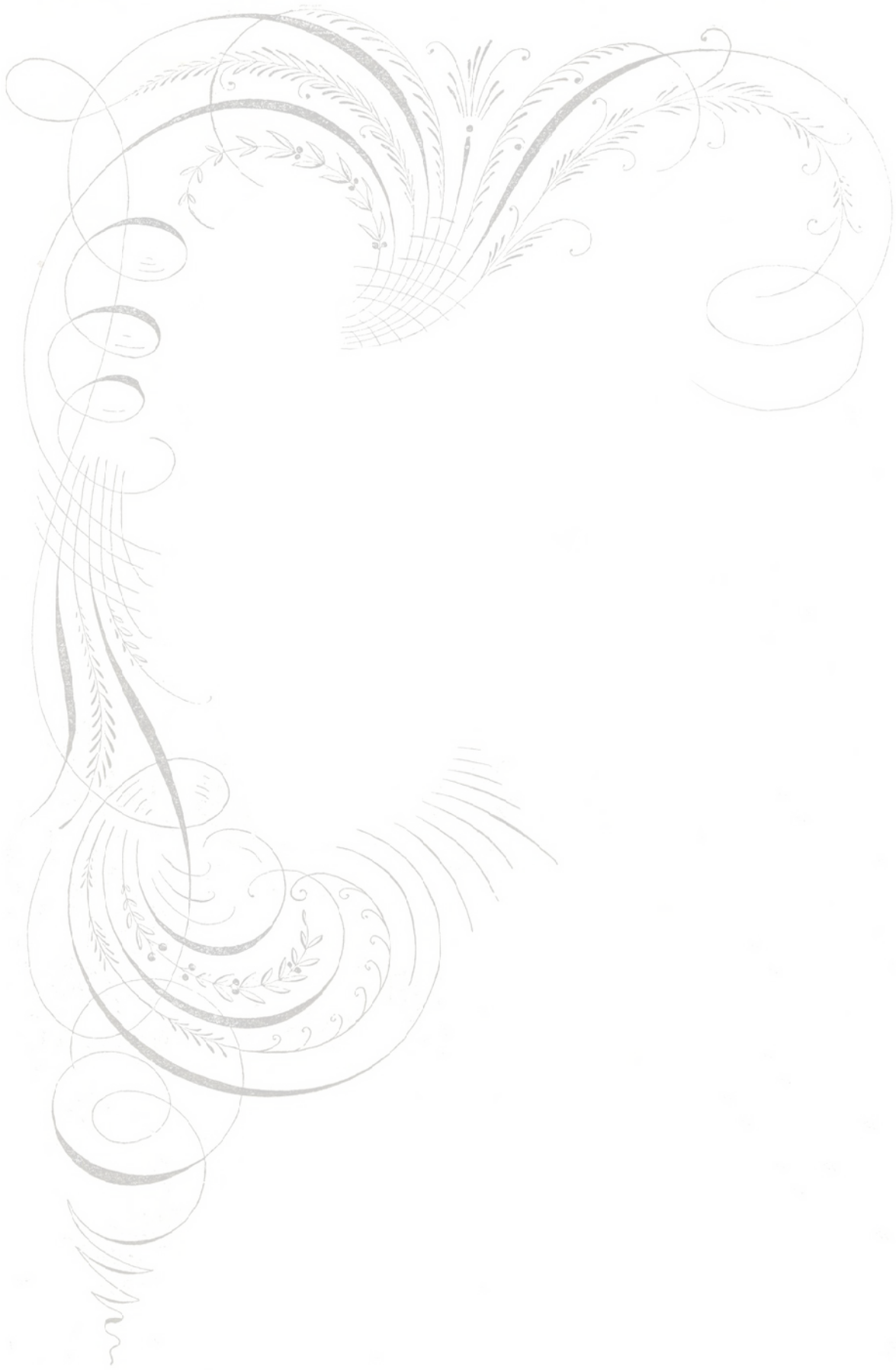
Semiotics is the study of visual and verbal communication and cultural codes. By deploying Semiotics to “Sales,” we can decode the category conventions to identify fresh evidence of a new way of thinking.

### CONVERSATIONAL CUES: VERBAL AND VISUAL CUES

Whereas market research interrogates consumers, Semiotic Analysis interrogates communications and culture.

Analysis of the company and the category exposes inherited, dated models and stale discourse and conversations.

| Residual                          | Dominant  | Emergent                                 |
|-----------------------------------|---|--|
| Been around for some time, dated. | Heavily played cues in current communications, culture. | Fresh evidence of a new way of thinking. |



# IV

## RETAIL SALES: A STAGNATE CONVERSATION

*“Insanity is doing the same thing over and over again and expecting a different result.”*  
-Albert Einstein





# V

## **STARTING A FRESH CONVERSATION: MAKING OLD NAVY "SALES" CONVERSATION-WORTHY**

### **Conversation-worthy brands:**

- 1. Listen. And create a two way dialogue in response.**
- 2. Allow people to participate, play and sometimes control.**
- 3. Tap into a truth, a real, tangible human truth.**
- 4. Are evocative. Emotion based, they make people genuinely feel something.**
- 5. Are disruptive. They snap you and/or the category out of stasis and capture your attention with a fresh perspective.**



# VI

## MAKING OLD NAVY “SALES” CONVERSATION-WORTHY

Tap into a truth not a trivial pursuit.  
Make it a need before you make it a deal.  
Be honest, but disarm the truth with humor.

### A FORMULA FORWARD

A truth about life + more of what you need = the real deal





# VI

MOTHER'S DAY







Old Navy  
Momsmanship :60

Two moms holding babies square off for ultimate moms-  
manship bragging rights as they empty their giant purses.

Linda: I got diapers in my bag.  
Beth: I got avocado in my bag.  
Linda: I got socks in my bag.  
Beth: I got Dan Zanes in my bag.  
Linda: I got toys in my bag.  
Beth: I got a princess in my bag.  
Linda: I got bleach in my bag.  
Beth: I got first aid in my bag.  
Linda: I got a sunscreen in my bag.  
Beth: I got a snowsuit in my bag.  
Linda: I got a glue gun in my bag.  
Beth: I got a serger in my bag.  
Linda: I got a puppy in my bag.  
Beth: Baby Tapir in my bag.  
Linda: Yogurt machine in my bag.  
Beth(pulls out an even bigger bag from her bag): Got a  
whole 'nother *bag* in my bag.  
Linda: You're a good mom.  
Beth: No, *your're* a good mom.  
Linda: Well, you're a *great* mom then.  
Beth: You're just amazing.  
Linda: I don't know where my car is.  
Beth: I haven't showered in days.

Old Navy: Superhuman supplies  
At Supermodest prices.

OLD NAVY





# VII

## NEW AMERICAN FAMILY

People have grown used to seeing perfect white families representing the classic image of the “American family.” No where will you see this represented more than in most TV commercials. The idea of taking the typical family used in a TV spot and turning it on its head would be incredibly jarring and has the potential to get picked up and passed on.

So lets use the trappings of a local pizzeria ad, dress the new american family in great looking old navy gear and present them to the world. It will cause people to scratch their heads and wonder if the ad is real. They will check out the URL on the ad and when they do, they will end up on a page that explains Old Navys view on the New American Family and even talk about our hiring practices. Its a fun, engaging way to make our point and do it in an Old Navy voice that fits with the brand.





OLD NAVY  
NEW AMERICAN FAMILY  
DOMINICKS PIZZA :30

Open on the outside on a shot of a old italian man serving a steaming pizza to a family at a table. Except the family isn't the usual expected family. They're comprised of 2 lesbians a black kid, a young asian kid and a kid in a wheelchair. They're all dressed in cool looking Old Navy clothes and they speak about their family to camera and how much they love Dominicks pizzeria.

*Mom:* When my family wants the best we come to Dominicks.

*African american kid smiling:* I love the cheese!

The mom playfully pats his head and they share a smile.

*Other mom:* At dominicks we get a great dinner at a great price!

Cut to the other kids smiling and eating pizza.

Even Dominick the chef shares in the fun with a laugh.

Cut to a wide shot of the whole family yelling "We love Dominicks!" to camera.

Spot ends with a Dominicks Pizza phone number, fake address (actually use the address of Old Navy) and Dominicks pizza URL.

The URL would take you to a webpage that explains that Old Navy is proud to represent the new American Family. A quick blurb about Old Navy hiring practices, etc.

Could really make you curious, because nobody portrays familys like that.





OLD NAVY  
NEW AMERICAN FAMILY  
UPDATED TV SHOW INTROS

Open on the All in the Family set. We'll match, shot for shot, the song they sang, but during the entire piece, we'll swap out the different family members with people of different races, religions and sex.

So we'll start out with a nice older white couple seated at the piano singing the classic song.

*Older white man and woman:* Boy the way Glen Miller played...

Then after a few words, the man will step out of frame and a woman will enter.

*Two women:* ...Songs that made the Hit Parade...

The two women seamlessly slide out of frame and two men slide in.

*Two African American men:* ...guys like us we had it made...

An elderly grandmother, Two African American kids, and an Asian kid step in behind them and put their hand on their shoulders and they all share a smile.

*Mixed family:* ...THOSE WERE THE DAYS...

This random, choreographed presentation of different families will continue throughout the song. Kids, parents, grandparents will also be swapped out. Different races, different ages, some handicapped, some adopted...

We could do this with different TV shows...

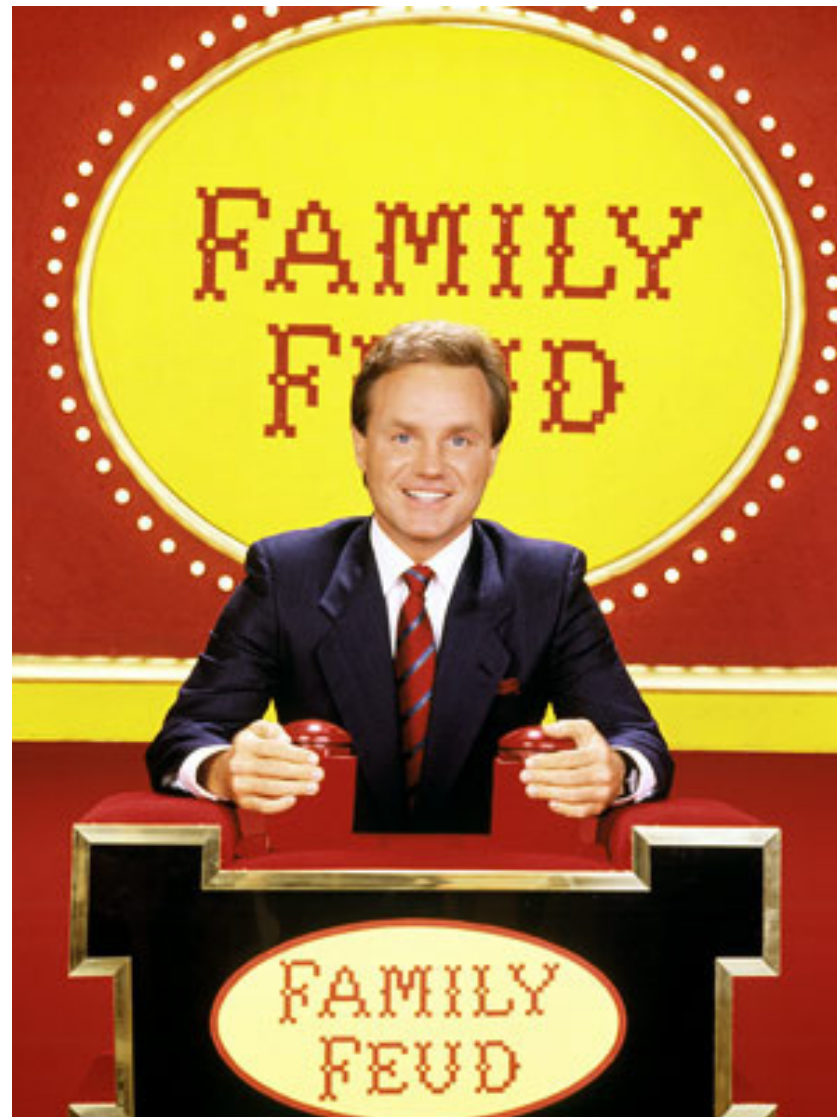
*Roseanne*                      *Leave it to Beaver*

*Different strokes*              *The Cosby Show*

*The Brady Bunch:* Here's the story, of a lovely lady. Who was bringing up three very lovely girls. All of them had hair of gold, like their mother, the youngest one in curls...



OLD NAVY  
NEW AMERICAN FAMILY  
FAMILY FEUD



Open on the set of the FAMILY FEUD.

We have Richard Dawson (or Steve Harvey) introduce the 2 families competing. The first family is an all white and perfect family dressed like they're from the 70's.

*Dawson:* Introducing the Clich Family.

The all white family smile and jump around excitedly.

*Dawson:* And on this side is the Madern Family.

The second family is an eclectic representation of the new American Family. Mixed race lesbian couple, A grandmother, kids of different races and even handicapped. They all jump up and down excitedly.

*Dawson:* (to the first family) Tell me a little bit about yourselves.

The Dad speaks: Sure Richard. My name is Walter, and starting down at the end we have little Tommy, and then theres Billy, and Barbara, and this here is my lovely wife Marie.

*Dawson:* Beautiful. Well good luck. And now over to the Weigand Family.

Dawson steps up to the head of the house position where the woman is standing. She introduces her family.

Woman: Hi Richard! Here we have Devash, and Lauren, then theres Hamish and this is my partner Amy.

Dawson looks confused but presses on with the show.

Here I think we can have the old stereotypical family answer questions against the new american family.

We can have them answer questions such as:

“Things to do on a first date”

“Jobs that kids want to have when they grow up”

“Places to meet someone of the opposite sex”

And the answers to all of these are new and contemporary. It leaves the stereotypical family and Richard scratching their heads.

Editorially, we can take just the highlights of the best questions and best responses.

We end the piece with a super.

Super: Old Navy celebrates the new face of the american family.

**We could do an episode of the newlywed game.**





CAMP + KING

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