

BRAND AMBASSADOR VIDEOS

Region

In no other region in Switzerland are old customs and traditions so intensively lived as in Appenzellerland. The region boasts a unique countryside with its scattered buildings and prominent hills which impose themselves over the Säntis region. Appenzellerland is like another world – original and real.

Appenzell cuisine is wholesome but at the same time refined, always new combinations and high in quality. Set in such idyllic surroundings with its magnificent views, Appenzellerland leaves you absolutely speechless.

Assignment

Produce a 45 – 90 second video for a regional meat product, which could then be made well-known by a Brand Ambassador. Tell a story or even better let a story be told. The aim is to show, authentically, exactly why the Brand Ambassador loves and treasures this product. Because of the products being regionally protected, the region Appenzellerland plays a very important role, therefore it should definitely be shown in the video!

What protected products means according to AOP and IGP

AOP or IGP products are traditional specialities with a strong connection to their original regions. Products from cheese makers, bakers, butchers and distillers have been produced with heart and soul throughout the generations. Products with AOP begin with the raw materials and go through the whole process right up to the finished product, all from a clearly defined region of origin. Specialities with IGP are either grown, processed or refined in the place of origin. AOP and IGP are quality seals which are protected by Swiss law. After registering by the Commission of Agriculture it is permitted to use the certificate but only for products which are from original descent, processes and follow the required specifications. This compliance is overlooked by an independent body.

Producer and our Customer / Ernst Sutter AG

Founded in 1909 as a local butcher, the company Ernst Sutter AG is today one of the leading meat producers in Switzerland. The headquarters is in Gossau SG and has approximately 210 employees

Products

- > Mostbräckli (dried beef, cutted razor-thin in very small slices)
- > Siedwurst (white sausage, has to be heatend up and ist eaten without casing)
- > Pantli (A type of salami, cutted in pieces for eating)



- > Two groups receive one of these products

- › Each group receives their own Brand Ambassador and a location

Target Groups

Target groups are people which like traditional recipes, are close to nature and importantly, practice an animal friendly way in the meat production and also treasure the customer group quality. This is more important than a possible cheaper product.

Target groups are men and women between 25 and 60 years old. The clips will be produced especially for social media and the web.

A video is a pilot project for a bigger campaign with diverse clips.

Deliverables needed from each group

- › 45 - 90 second video content (1080p / 30 fps)
- › A making of / behind the scenes video that will tell the story of your process
- › A presentation of your work and concepts

Guidelines

The clips must be in mp4, codec H264

- › The resolution must be 1080p
- › The naming has to be: product_groupname_
- › This clip has to be uploaded on usb memory stick given to your group
- › Spoken comments/interviews have to be in English or with subtitles
- › Add 2 seconds of black at head and tail of your final edit

Presentation

The presentation should take 10' and must include :

- › Introduction of the group (names, occupation, skills, ...)
- › the creative process (idea, focus, target group relevance, ...)
- › the final work
- › the "making of movie"
- › the added value for Ernst Sutter AG and its brand Suttero