



Creative Communication
Presentation



INSIGHT

Sunfeast Yippee! Mood Masala is your partner for every mood! Each serving of Mood Masala includes two sachets of deliciously spiced seasonings.

Yippee Noodles are the only noodles that come with two masalas in their packet for enhancing the taste and making the meal more *masaledaar*.



OBJECTIVES

- Highlight the fact that it has 2-masala packets to spice up your life.
- Make the product look appetising so that people are enticed to purchase it.
- Connect it to everyday life situations to make the brand more relatable in a fun & quirky way.



CONCEPT NOTE

While food satisfies our hunger, we believe that the true soul of it all lies in the spice that binds the flavours together!

For Sunfeast Yippee! Mood Masala that's exactly what we intend to build upon. We intend to highlight the aspect that the Mood Masala Mix adds in the extra punch of flavour that you've been missing on!

As you keep adding it in, you begin discovering your true fondness towards the noodle and also discovering the spicy & tripee way of life.





CONCEPT 1

Get Trippee with Yippee!





Situation: The scene starts in a study room, where 3 friends are preparing for an exam overnight. While they are feeling stressed for what is to come, they also start feeling hungry!

This very instant one of the friends says:

- **Rahul :** Bhai yaar mood nahi kar raha!
- **Sunny:** Mood toh banana padega!
- **Aakash:** Mood? Bas tu ruk toh sahi

(Aakash goes to the kitchen and starts cooking Yippee noodles with just the main masala, then Sunny enters and says:)

- **Sunny:** Bro mood banana hai toh Mood Mix to milale!
- **Aakash:** Hain?
- **Sunny:** Hain nahi, tu Milaa na!

A VO comes on in the background saying: Masaaaleee ka Chatkaaaaaa!

(Once it's ready the three boys taste the noodles & their mood is constantly uplifted. They've got a twinkle in their eye too.)

- **Jingle starts:** Get Trippee with Yippee!

Followed by the product CTA & then the screen fades out.



Situation: The scene starts with two young office employees working late in the evening. One is a boy and the other is a girl. They start feeling hungry, so the boy gets up & goes to cook Yippee noodles in the office pantry.

While cooking the girl looks at the guy and then winks at him! She then says:

- **Girl:** Hey! Let's set the mood.

The boy is stunned, and gives her a strange look!

She takes out the mood mix sachet, sprinkles it onto the noodles as they cook, and stirs them to make them more masaledaar.

- **VO:** Mood mein char chand lagaye, jitna mann chaiye utna mood mix milaye!

They then taste the noodles and love the flavour with the sound of a slurp.

- **Jingle starts:** Get Trippee with Yippee!

Followed by the product CTA & then the screen fades out.

CONCEPT NOTE

When we rate flavour - we always give it marks upto 10.

But with Yippee Mood Masala being the game changer the flavour profile goes to an immediate *11*

How?

Packed with the goodness of 2 masala sachets i.e. 1+1 the true chatkara ads in the spice you were longing for to benefit your mood.





CONCEPT 2

*Ek aur Ek Gyarah,
Yippee main hai SWAG humara/tumhara*





Situation: The scene starts with a young college boy who is getting ready for his day. He heads out to find out that the world has turned a little "wacky" but in a quirky way.

While he is on the way to his college on a scooty - he sees two twins reading the same newspaper and holding one end from either side.

He then is about to enter a classroom while standing in the hallway, but he also sees twin teachers taking a lecture in either of the classrooms. He is stunned.

He then goes out to a date with a single bouquet of flowers in his hand, as he is escorted to his table he sees 2 girls sitting.

(Please note at all times, while each situation has a representation of twins - both of them are wearing different clothes - depicting different personalities.)

He looks at the girls and screams: Yippee!

VO: Why choose ek masala jab dusre se ban sakta hai mood tumhara!

Ek aur Ek Gyarah,

Yippee main hai SWAG humara/tumhara

Product CTA & then the screen fades out.



Situation: The scene starts with a young teenage couple talking to each other over facetime. While talking both of them are eating Yippee noodles, and the girlfriend says:

- **Girlfriend:** Kya hua noodles ache nahi bane kya?
- **Boyfriend:** Noodles to badia bane hai but mood nahi bana!

His Girlfriend then shows him a sachet of Yippee Mood Masala and a the video transcends into a montage of Yippee being cooked with both the sachets. A new bowl emerges in front of him with extra spices.

- **Girlfriend:** Milao utna, mood banana ho jitna.

The boyfriend takes a bite of the noodles and another personality zaps out of him. (This new guy is cooler & is also much more quirky in appearance.)

- **VO:** Why choose ek masala jabh dusre se bann sakta hai mood tumhara!

*Ek aur Ek Gyarah,
Yippee main hai SWAG humara/tumhara*

Product CTA & then the screen fades out.

CONCEPT NOTE

Hunger pangs often make us "HANGRY" i.e = Hungry + Angry which does spoil our mood.

With Yippee Mood Masala we've got a flavour for each mood you may have - be it mild, medium or super chatakedaar - we've got it all!

We want to consistently break the cycle of hunger with an instant mood lifter that uplifts you with each sprinkle!

Simply - sprinkle, slurp and share it too.





CONCEPT 3

*Todo Hunger ka Tala
with Yippee Mood Masala!*





Situation: The scene starts from a hostel canteen, where 2 roommates are sitting together. The table is full of good food such as Fried rice, Manchurian & Fries too, but one of them is still not eating anything.

- **Roommate 1:** Kya hua bhook nahi hai?
- **Roommate 2:** Bhookh toh hai yaar par mood nahi hai.
- **Roommate 1:** Bro, bas tu abh dekh, kaise set karta hu tera mood!

His roommate stands up and dramatically enters the canteen kitchen himself.

He picks up a packet of Yippee noodles for him and stirs in the mood mix according to the mood of his friend (The more he adds mood mix, the more excited he gets).

With each sprinkle he signifies the "Chatkara of the Masala"

VO: *Todo Hunger ka Tala with Yippee Mood Masala!*

Followed by the product CTA & then the screen fades out.



Situation: The scene starts in a living room where an elder brother and his younger sister are eating Yippee noodles. The brother then ask his younger sister:

- **Brother:** Ek trick dikhau?

The brother appears dressed up as a magician and he moves his hand and sprinkles mood masala onto his sister's noodles.

A VO comes on in the background saying: Masaaaleee ka Chatkaaaaaa!

As she slurps the noodles her expressions change in an animated format - she gets excited

Then he adds more and her expressions change again - she becomes energetic.

Then he adds the full packet and her expressions change again - she takes a long slurp and then her eyes become wider, she loves it so much that she finishes the entire bowl.

- **VO:** *Todo Hunger ka Tala with Yippee Mood Masala!*

Product CTA & then the screen fades out.



Additional Tagline Suggestions:

- *Masala Vibe + Yippee Tribe*
- *Duet with Yippee*
- *Be EXTRA with YippEE!*
- *Go Yipikaye with Yippee!*
- *Vibe karo fix with Yippee Mood Mix*
- *Mood karo set with our masala duet!*





Thank You!

