

Ben & Jerry's: Back To The Mooture

FULL ART FRAMES V3



01



AUDIO

Greetings from the future! We're happy to report flying cars finally happened, and Ben and Jerry's is still making ice cream.

VISUAL

Frame opens with the natural elements (hills, road, clouds) building on; the sun rises, followed by the Factory building on.

The Cowmobile drives in from frame left.

02



AUDIO

Our loyal spokescow is still along for the ride...

VISUAL

As Woody exits the Cowmobile and moves to the center of the frame, futuristic architectural elements build on and add to the Factory and a spaceship flies by.

When Woody reaches the center, the banner builds and unfolds.

03



AUDIO

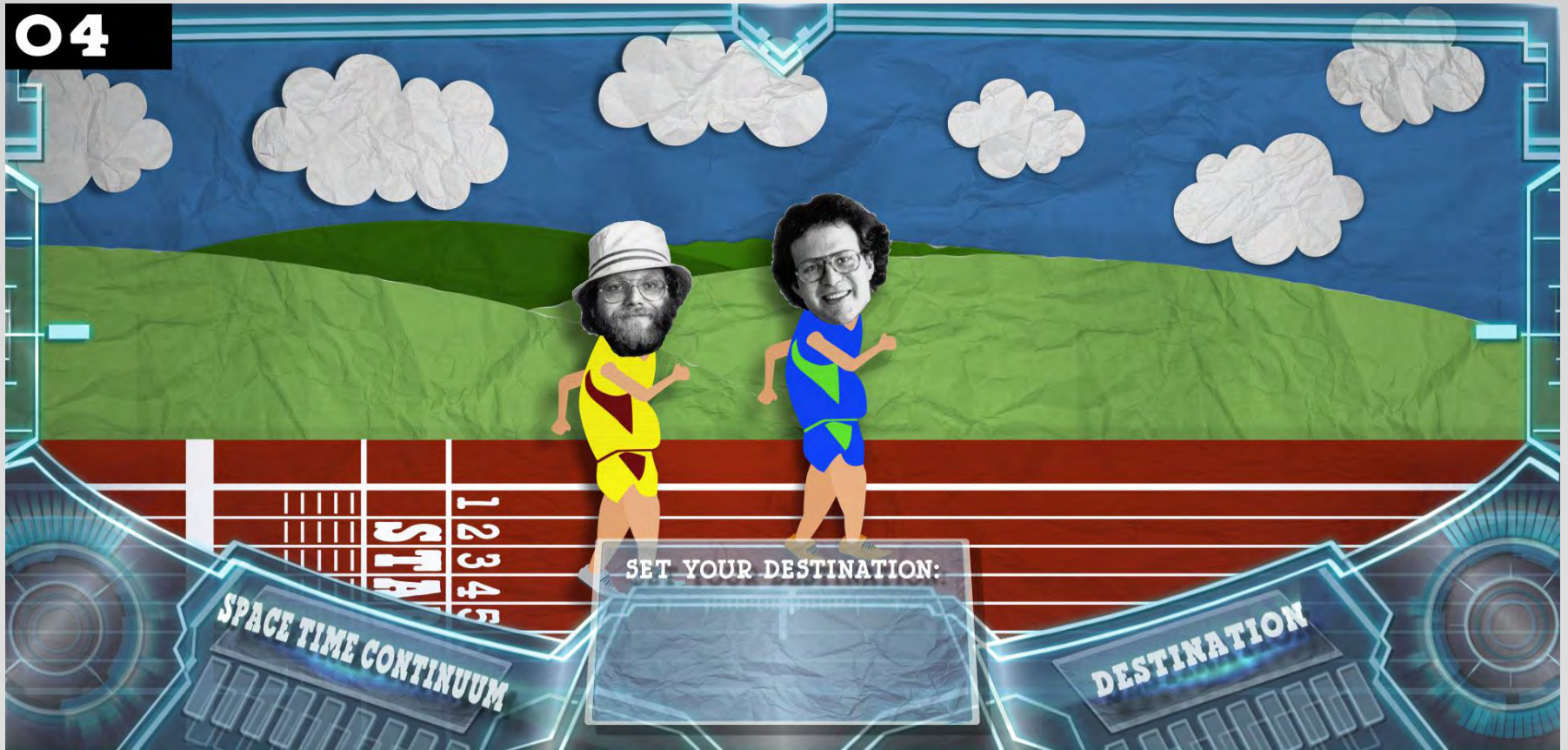
She was designed by a local Vermont artist, Woody Jackson, and she's been a part of the Ben & Jerry's family for decades. Who better to take you on a time traveling trip through our history?

VISUAL

The dashboard builds on, and all the elements from last frame besides the sky, clouds and grass build off.

Then the Woody-through-time build on one by one.

04



AUDIO

So before we come back to the future, we're heading to the past to show you how Ben and Jerry two kids who met in Merrick, Long Island's 7th grade gym class - grew up to create the world's chunkiest ice cream.

VISUAL

The Wood's through time move off screen and the track builds on.

Ben and Jerry enter from frame left, but as they reach the center of frame, they get slower and slower.

05



AUDIO

First stop, the '70s...

VISUAL

Groovy 70's style prismatic colors sparkle on the screen as the destination has been programmed, followed by our entire view spinning into our first time-travel vortex.

06



AUDIO

Where those grown up kids were trying to figure out how to make a living from their love for food.

VISUAL

We see the text “The 1970’s” come on screen during our vortex.

The dashboard un-builds.

We pull back from our groovy vortex to reveal it’s actually playing on the screen in our 70’s era drive-in movie theatre.

The Cowmobile drives in from frame left, and continues to drive towards the right of screen.

07A



AUDIO

They discussed going into the bagel biz, but they couldn't afford the equipment.

VISUAL

The Cowmobile continues driving from the last frame to our new scene, while our environment dynamically changes from night to day.

We stop here upon arriving at the aborted bagel business.

07B

DIPLOMA MASTERS OF ICE CREAM BEN & JERRY



AUDIO

So they split a \$5 ice cream course from Penn State instead and got an A minus on the open book exam. Not bad.

VISUAL

The diploma unrolls down in front of our previous frame.

O8A



AUDIO

They bought this old gas station...

VISUAL

The diploma rolls back up off the top of frame, and we see the bagel shop morph into the original Ben & Jerry gas station. In the process, the Bagel on the roof will fall and roll off screen right.

O8B



AUDIO

...and began creating their own flavors.

VISUAL

The ice-cream flavor signboard rises and builds on top of the gas station.



AUDIO

But since poor Ben had no taste - we don't mean his sense of style, he really couldn't taste anything - they put in bigger and bigger chunks and swirls until he declared it ice cream perfection.

VISUAL

Ben builds on screen, then two ice cream cones fall into his hands, followed by all of the chunks.

10



AUDIO

They gave their creations crazy names, and began a long tradition of even crazier promotions: stilt walkers, mimes, even free ice cream for dogs!

VISUAL

All of the elements from the previous frame build off, while simultaneously, all of the elements from this frame build on to fill the frame.



11A

AUDIO

Ben and Jerry had started an ice cream counter culture, a time not just of free love but also of free cone days. That special day in April started...

VISUAL

All of the elements from the previous frame build off, while simultaneously, all of the elements from this frame build on to fill the frame, taking us back to the gas station, but clearly on Free Cone Day.

11B



AUDIO

...as a way to thank the community for helping them stay in business for an entire year. It was so fun that we've been doing it ever since.

VISUAL

We pan left to find ourselves back at the drive-in at dusk, where lots of people are enjoying free ice cream, and on the drive in screen plays ice-cream scoop video footage.



AUDIO

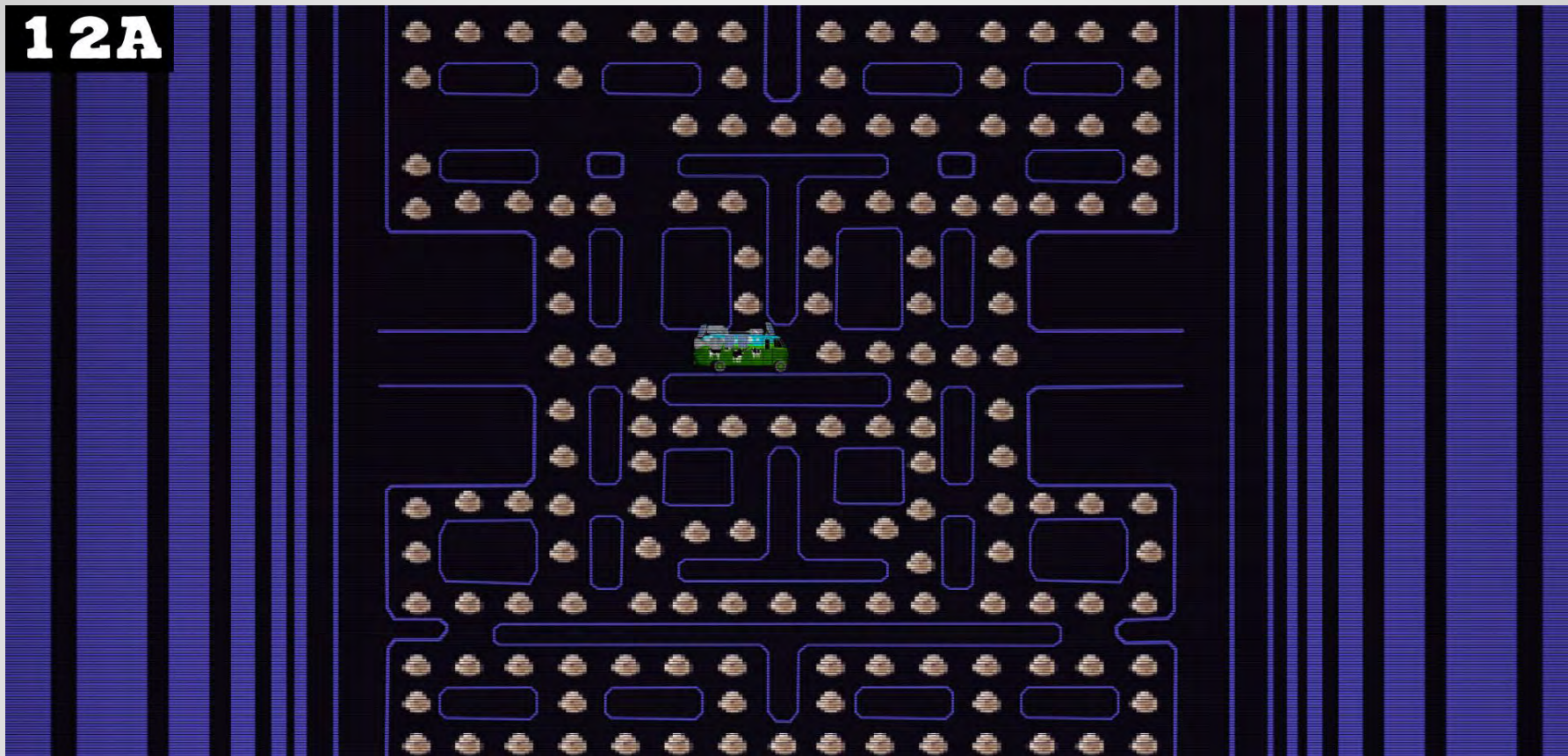
As the 70s came to a close and hippies were becoming yuppies, we realized that it was time to get down to business. To the 80's!

VISUAL

Our dashboard builds on and the controls are operated, setting our destination to the 1980's.

Our view suddenly becomes "pixelated" as the time travel vortex begins, our screen elements twisting and turning.

12A



AUDIO

VISUAL

Our vortex takes us to what appears to be an 8-bit Pac-Man type video game.

12B



AUDIO

VISUAL

We zoom into to see that instead of Pac-Man chomping on dots, it's actually an 8-bit Cowmobile gobbling up 8-bit ice cream scoops!

We follow the 8-bit Cowmobile as it travels to the right of screen.

12C



AUDIO

VISUAL

"The 1980's" builds from the top of screen over our previous frame in the same fashion as 80's video games.



13A

AUDIO

The 80's, when Wall Street was all about making dough.

VISUAL

The video game title builds off in the same manner it build on, except towards the bottom of frame, revealing our 1980's city street scene.

The Cowmobile enters from frame left and drives across frame to the right.

13B



AUDIO

We wanted to make dough too: Cookie dough!

VISUAL

The Cowmobile drives down the city street and arrives at the Ben & Jerry' shop.

13C



AUDIO

Thanks to an anonymous customer suggestion, Cookie Dough Ice Cream was born...

VISUAL

We zoom fast into the interior of the Ben & Jerry's shop to find our customer thinking about her new flavor.

Inside her thought bubble we see cookie dough and ice cream merge in a wonderful swirl to become our beloved Cookie Dough Ice Cream!

13D



AUDIO

...putting Ben & Jerry's on the map and into grocery freezers.

VISUAL

The ice cream scoop inside the thought bubble turns into the original pint of Cookie Dough, while simultaneously, our jump-suit character builds on screen, exclaiming at what a great idea Cookie Dough Ice Cream is.



AUDIO

It became pretty clear that we needed to build a bigger factory. Thanks to a little known law, we were able to sell stock exclusively to Vermonters, so that 1 in 100 families here owned a little piece of Ben & Jerry's.

VISUAL

We quickly zoom out of the previous frame, back onto the city street, and follow the Cowmobile as it drives right.

The season changes as Woody arrives at the snowy site of the factory construction. Woody exits the Cowmobile as pieces of the factory are assembled by the cranes, and more and more people build on screen to see the finished building.

We end the scene by zooming into a close-up of the Stock Offering sign on the noticeboard.



AUDIO

We also set aside 7.5% of our annual profits for the Ben & Jerry's Foundation, funding small non-profits working on social and environmental justice.

VISUAL

The close-up of the Stock Offering sign folds off the noticeboard, replaced by the Ben & Jerry's Foundation signboard.

We zoom back out to reveal our scene has changed -- the snow melts, showing winter turning to spring, and our Foundation volunteers and their plants build on screen.

The Cowmobile drives off to the right of screen.



AUDIO

Global tensions were high in the 80s, and Ben & Jerry's was fighting its own VERY cold war, using ice cream to protest for more government spending on peace.

VISUAL

The Cowmobile stops driving from the previous scene and arrives at our new scene, where we see the protesters build on frame.



AUDIO

But the biggest surprise of the decade? The grooviest ice cream company in Vermont being named “Small Business Persons of the Year” by President Ronald Reagan himself.

VISUAL

The elements from last frame build off and in their place, the white-house, Woody at Podium and crowd build on, including the same group of people holding the banner from last frame, but now they hold a sign saying “We Did it!”

We then zoom into the award plaque so that we can see the detail.



AUDIO

As the 80s ended, we realized that to capture our unique way of doing business, we needed to turn our motto into a mission statement:

VISUAL

The dashboard builds on and the small business award from last frame pushes off frame left, replaced by the video clip of the Ben & Jerry's "Peace, Love & Ice Cream" motto on the storefront.



AUDIO

1. Make delicious ice cream.
2. Grow the company responsibly and sustainably.
3. And, change the world with ice cream as innovatively as possibly.

VISUAL

The background image of the beautiful blue and green vista (along with the script at top) drops down from top of frame to replace the video clip from the previous frame.

Then one by one, the signboards corresponding to each mission statement point build up from bottom of screen.



AUDIO

Speaking of, do you know what you get if you stand the 60's on its head?

VISUAL

Green code, a la "The Matrix" rains down from top of screen.

21A



AUDIO

The 90s!

VISUAL

The raining code takes over the screen, and we see “The 1990’s” form out of the code.

21B



AUDIO

VISUAL

“The 1990’s” text fades away as the raining code contorts into a geometric vortex that we zoom through.



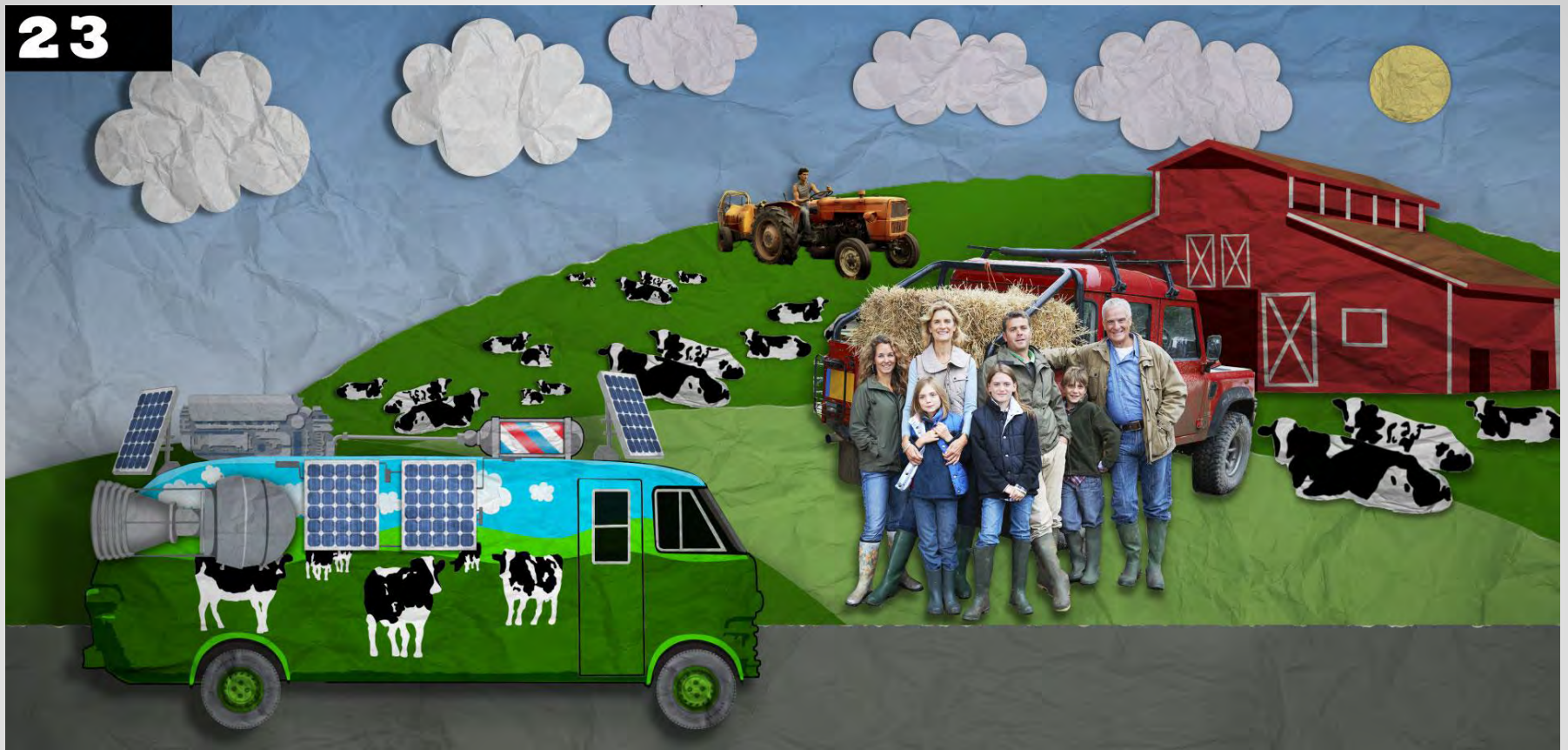
AUDIO

In the 90s people weren't just sitting around watching "The Real World" on MTV. They were trying to figure out how make the actual world better.

VISUAL

The code vortex from the previous frame drops us into our 90's, Seattle-esque street scene.

The Cowmobile drives in from frame left and drives across the screen to the right.



AUDIO

For us, that meant looking at our ingredients and how they could affect people. From family farmers in Vermont...

VISUAL

The Cowmobile stops driving from previous frame on our farm scene, where we see the farmhouse, family and tractor all build on frame.

Then the Cowmobile's engines fire, and it lifts off the ground.

The background swipes offscreen left as the Cowmobile flies to Africa.



AUDIO

...to farmers all the way across the world.

VISUAL

The Cowmobile lands in Africa briefly, before fire its engines again, flying back to the US.



AUDIO

We even realized that brownies could make the world a little better, if they're made in a bakery that creates jobs for those who struggle for employment.

VISUAL

The Cowmobile lands in New York at Greyston's Bakery.

We zoom close to the window outside the front of the bakery, and see video clips of brownies being baked.

We zoom back out to see the Cowmobile drive off frame right.



AUDIO

And just like in the past, we were still naming pints after our favorite groovy bands.

VISUAL

The Cowmobile drives from frame left into an awesome Phish concert.

We see the audience members build on screen having a great time, as the lasers flash, and we also see video of Phish playing on one of the large projection screens.

The Cowmobile fires its engines again, flying off screen right to the UK.

27



AUDIO

After launching our first flavor in the UK, we were excited to finally start bringing our chunks and swirls to fans worldwide.

VISUAL

The Cowmobile lands in London, and we see elements like the double-decker bus, the phone box and people build on screen.

28A



AUDIO

So forget Y2K – We couldn't wait to greet the new millennium!

VISUAL

The dashboard builds on, and a yellow screen with silhouetted dancer and ice cream drops down from the top of frame.

We see quick cuts to more dancers on pink, purple, green and blue screens -- all in homage to the popular iPod ads from the early 2000's. One of the dancers is Woody herself.

We see all five dancers on screen...

28B



AUDIO

VISUAL

Suddenly, the frame pinches from the middle, and like a rubber band, is let go, all our dancers are slingshotted off screen, replaced by...

28C

The 2000's

SET YOUR DESTINATION:

2000's

SPACE TIME CONTINUUM

DESTINATION

AUDIO

VISUAL

The title of "The 2000's" filling the screen.

29A



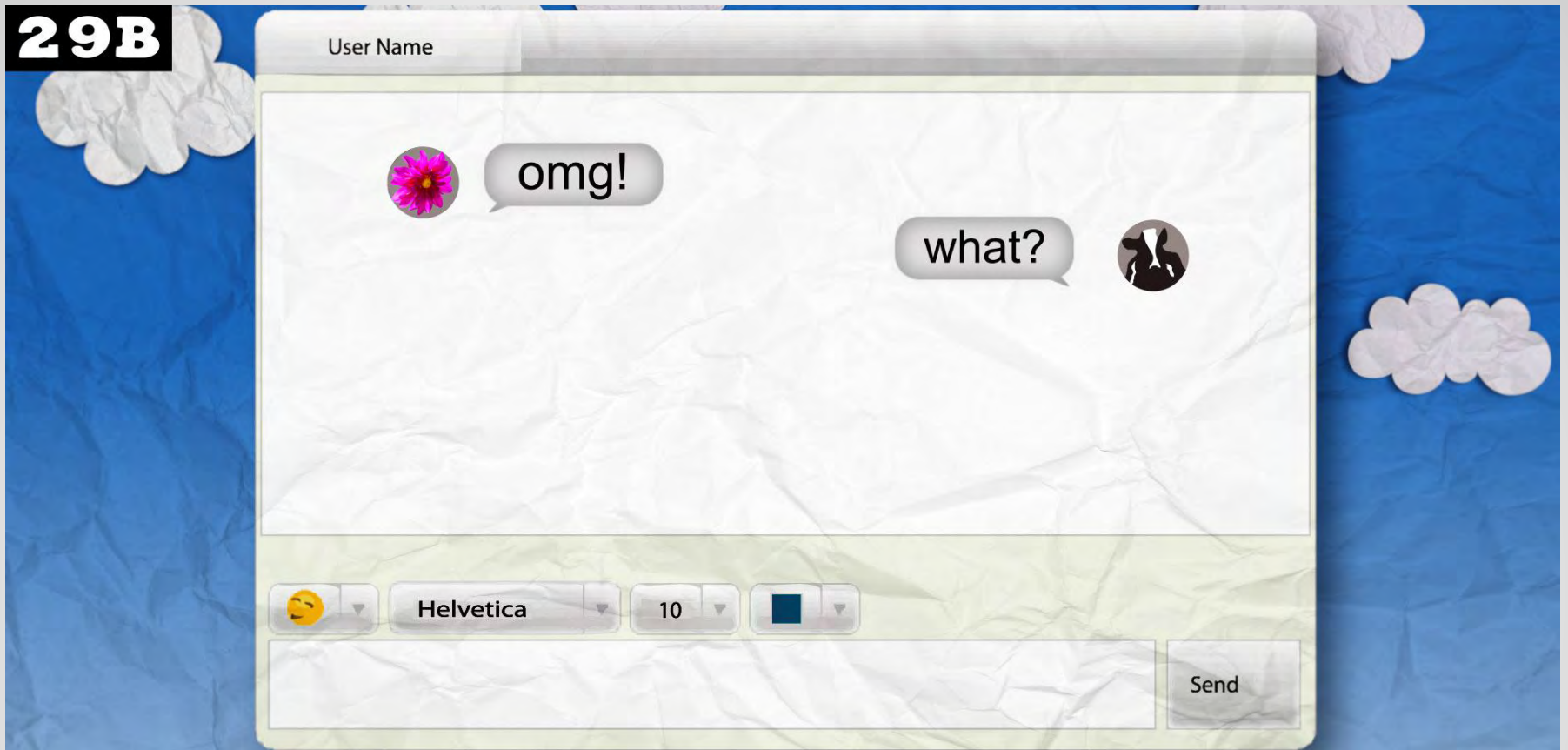
AUDIO

In the 2000s, people started connecting across the globe.

VISUAL

The colored panels all move off screen left as the dashboard builds off screen, revealing a new scene of a college library.

29B



AUDIO

But we knew that to connect them with their favorite flavors, we couldn't expand alone.

VISUAL

We zoom into the central computer monitor to see the instant message conversation transpire.

When the IM conversation finishes, a mouse cursor clicks the IM window closed to reveal the full blue sky and clouds.

30A



AUDIO

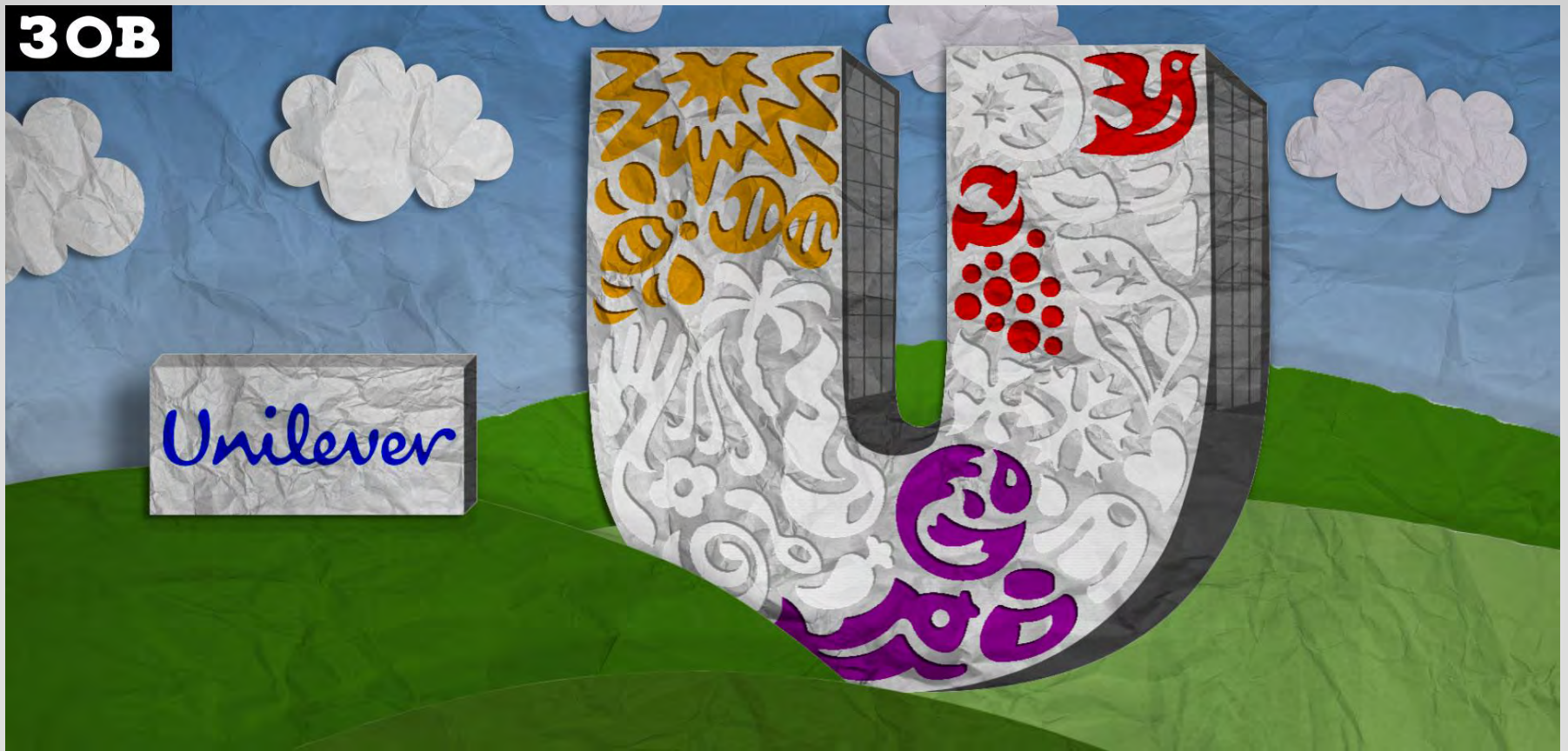
That's why it was perfect timing when Unilever,

VISUAL

We pan down from the previous blue sky scene to find we're in our current scene of happy Unilever employees outside of Unilever HQ.

The people build off screen...

30B



AUDIO

...a global leader in corporate social responsibility, became interested in Ben & Jerry's...

VISUAL

And we zoom closer to the Unilever building, seeing sections of their logo light up in different colors in groups of three.

30C



AUDIO

So we joined forces and became...

VISUAL

Woody's hoof enters from frame left to shake the Unilever hand that enters from frame right, then both hands exit frame.

3OD



AUDIO

...part of the worldwide Unilever team while keeping...

VISUAL

From bottom of frame, the BOD book rises into frame.

30E



BOARD OF DIRECTORS



Annie



Anuradha



Daryn



Helen



Jeff



Jennifer



Jostein



Pier



Pierre



Terry

AUDIO

...our own independent Board of Directors.

VISUAL

The BOD book opens to show the photos of the independent Ben & Jerry's Board-of-Directors.

31A



AUDIO

Finally, we were able to make our ice cream available in new and exciting places...

VISUAL

We zoom up super high from the previous frame revealing the shape of North America.

The Cowmobile flies over from off frame left to Canada, and the three pop out with a flourish of confetti.

The Cowmobile flies fast right across the globe.

31B



AUDIO

VISUAL

The Cowmobile stops flying and hovers over Japan as again three tubs explode out with confetti.

The Cowmobile flies south.

31C



AUDIO

VISUAL

The Cowmobile stops at Australia as again three pints pop out.

The Cowmobile flies east, arriving back at North America, over Washington DC.

33A



AUDIO

...and to make a truly big difference on the issues we care about most. We're talking big, like a 900 pound Baked Alaska to protest drilling in refuge wilderness...

VISUAL

We zoom in super fast into Washington DC to arrive at the Capitol Building.

The speaker and protesters build on, and the baked alaska drops into scene from top of frame.

33B



AUDIO

...or an entire herd of Ben & Jerry cows to raise awareness against animal cloning.

VISUAL

The protesters and speaker build off from last frame, and in their place, the Woody clone protesters build on frame.

33A



AUDIO

Our Caring Dairy program helped farmers become more sustainable...

VISUAL

The dashboard builds on screen, and a video clip from a Caring Dairy pushes the previous scene off screen.

33B



AUDIO

...and we campaigned for marriage equality with Hubby Hubby.

VISUAL

Our purple rainbow scene pushes the video clip from last frame off scene, and a new Hubby Hubby labels folds onto the face of the Chubby Hubby pint.

33C



AUDIO

Not bad for a company that started in a gas station.

VISUAL

A video clip of a Gay Pride parade pushes the previous frame off screen.

The video clip stops and freeze frames...

34A



AUDIO

Oh look at that, we're almost to the present. Time flies when you're having fun.

VISUAL

We zoom out from the video freeze frame from last frame, to reveal it was a photo posted to a Facebook feed.

34B



AUDIO

VISUAL

The "2010's" is set on the dashboard and we begin a super fast swiping of various sliding social media pages.

34C



AUDIO

VISUAL

The fast swiping causes our time-travel vortex.



AUDIO

VISUAL

We land on a new Facebook photo post with the title "The 2010's."



AUDIO

In this age of social media, Ben & Jerry's didn't just want virtual friends...

VISUAL

"The 2010's" dissolves as the dashboard builds off to reveal the Facebook post from last frame is on a tablet screen operated by Woody.

35B



AUDIO

So we got out and met them!

VISUAL

Woody full-screens the photo and it starts playing, revealing it was actually the first frame of a video of a Ben and Jerry's protest.

36A



AUDIO

We went on tour to save the Great Barrier Reef...

VISUAL

Woody swipes the video from the last frame to the left, swiping in a new image of an underwater Ben & Jerry's Save The Reef event.

36B



AUDIO

...and marched to protest Climate Change as fans let us know that they wanted to save our world.

VISUAL

Woody swipes the video from the last frame to the left, swiping in a new video clip of a climate change march.



AUDIO

We got to meet late night snackers on the Tonight Show...

VISUAL

Woody swipes the video from the last frame to the left, swiping in a new video clip of The Tonight Dough reveal on The Tonight Show Starring Jimmy Fallon.



AUDIO

And we discussed politics and the Americone Dream.

VISUAL

Woody swipes the video from the last frame to the left, swiping in a new video clip of Ben and Jerry introducing Americone Dream on The Colbert Report.



AUDIO

But most importantly, every flavor became officially Fair Trade certified and used only non-GMO ingredients.

VISUAL

Woody swipes the video from the last frame to the left, swiping in a new video clip of ice cream being made with non-GMO ingredients.



AUDIO

So that brings us back to the future. I bet you're wondering, can ice cream really change the world?

VISUAL

The tablet is brought down off the bottom of the screen to reveal we're right back to where we started at the beginning of the video -- Woody's in her time-travel suit, standing in front of the Factory.



AUDIO

We sure hope so. So far, it's helped us not only take better care of our planet but also bring together people all over the world. Now if you'll excuse our Spokescow, she's got somewhere she needs to be.

VISUAL

The futuristic elements build on to the factory as we see a space-ship fly by.

Woody moves back and enters the Cowmobile as the dashboard builds on.

The Destination on the Dashboard is set to "Free Cone Day"

42



AUDIO

Because where we're going, we don't need roads...just ice cream!

VISUAL

The Cowmobile fires its engines and lifts up in the air as the Factory scene is obscured by a giant vortex that fills the frame.

The Cowmobile accelerates and flies into the vortex at warp speed, disappearing.

The vortex collapses in on itself and a blinding white light fills the screen.

Fade to black.