



## *Spice Logo End Treatment*

### **OVERVIEW**

Thank you for the opportunity to discuss some creative ideas for this project. As a design studio, we love the challenge of getting our hands dirty and developing exciting, uniquely interesting visuals. The notion of conveying the fresh, rich taste and aroma of dried herbs and spices for the new McCormick end mnemonic is a fun way to exercise this process, and we're delighted to take on the challenge of showing this quickly and effectively in a short time segment.

For our test, we decided to work with the physical items to better demonstrate this idea, which gave us the chance to immerse ourselves in the actual sensations of the smells and feel of the real product. We hope this playful design and thought process inspires you as well, and we can't wait for the opportunity to discuss this further with you.



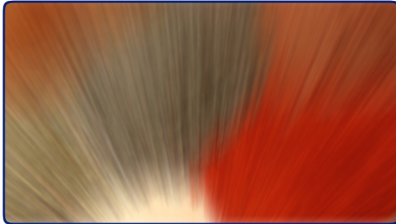
## Spice Logo End Treatment



We begin on a closeup shot of all our fresh herbs and spices in their natural forms, highlighting their rich color palette and form.



Quickly, the various shapes dissolve into the powdery dried spices found in the actual product while falling down in space.



We follow this stream of particulate and color down to an invisible ground plane below.



In one fluid motion, our camera pulls out to reveal the separate intermixed piles of fresh ground spice and herbs.



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From screen left, the piles of spice begin to blow away in a smooth, rapid gust.



As they leave screen, we begin to make out an intricate form below crafted from the actual spices.



As more is revealed, we see the specific shape and textural details of the different spice bits.



As the piles finish flying off screen, we resolve the McCormick logo crafted from the natural ingredients.



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We pause for a beat to take in the logo in its fully revealed form.



The spice logo begins to change into the 3d logo.



The transition is almost complete.



The final logo is revealed.



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## BEHIND THE SPICE

Our approach began with creating a series of masks for the different sections of the logo. After pouring each spice onto an adhesive layer on our board, the final logo was created and photographed. After pouring mounds of individual spices to cover the McCormick build, we filmed a process with a wind machine, causing the piles to blow away, revealing the logo below. We then photographed the fresh herbs and spices on a white cyc and then went to work creating the complete style concept boards. We hope you enjoy the results, and look forward to discussing this idea with you further. Thanks!





## *"Spice Cascade" Concept*

### **OVERVIEW**

In this concept, we begin with an appealing arrangement of fresh herbs and spices. The items begin to disintegrate into their dried spice counterparts and fall away below. The camera pans down with this cascade of spice and follows as it begins to form the shape of the logo. As the logo becomes fully realized out of spices, it transitions into the full color McCormick logo.

The speed of the disintegration, fall, and resolve can be varied to accommodate both the two and three second versions of the end tags.



## *"Spice Cascade" Concept*





## *"Logo Emerging" Concept*

### **OVERVIEW**

In this concept, an appealing arrangement of fresh herbs and spices lays before the camera, and from beneath the pile, the two-dimensional product logo emerges, pushing the leaves, peppercorns, and other fresh products aside as it rises into full view.

This concept works well in both a two second and three second version.



## *"Logo Emerging" Concept*





## *"Falling Bounce" Concept*

### **OVERVIEW**

In this concept, we begin with an appealing arrangement of fresh herbs and spices. The invisible ground below them magically gives way and the individual items fall downward with the camera. They collide with another ground plane and bounce.

The impact from each item hitting the ground causes them to instantly change into dried spices, which travel upward and form the McCormick logo. A few remaining bits of spice fall away, leaving the clean logo on screen for a final beat.

The speed of the fall and rebound can be varied to accomodate both the two and three second versions with ease.



## "Falling Bounce" Concept

