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TREATMENT BY FATTY

CHEEZ-IT

BONSAI3

CIEN+

INTRODUCTION

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ART DIRECTION / COLOR PALETTE

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CHEEZ IT PRESENCE

CHEEZ IT TASTE APPEAL

SOUND DESIGN

GOTCHA! 15S

GOTCHA! V1 6S

GOTCHA! V2 6S

GOTCHA! V3 6S

GOTCHA! V4 6S

GOTCHA! V5 6S

MUSIC



**MEMO**

# INTRODUCTION INTRODUCTION INTRODUCTION INTRODUCTION



Hello! We have an amazing set of Cheez-It scripts with a very well defined humor (and tastiness) that are brought to life by the authentic personalities of our characters, rooted in Hispanic culture, bring warmth and relatability, celebrating the entertaining and joyful moments that define family bonds. The Mexican-American house / kitchen, infused with Cheez-It's signature colors, will feel like a welcoming, fun, and familiar space to tell our stories, while Cheez-It itself takes a starring role as the perfect snack for every occasion and family bonding . The "Sabor que sorprende" tagline becomes a central theme, as we capture the unmistakable look of our characters while enjoying the flavor, and crunch of each Cheez-It . Through rich visuals and immersive sounds, viewers will experience the snack's full appeal, making it clear that Cheez-It brings delight, connection, and a touch of surprise to any family. Each of the different flavors and presentations will be highlighted organically, reinforcing the product's versatility and appeal through our stories.



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The timing each moment will be carefully crafted to maximize storytelling, creating a dynamic rhythm that feels natural and engaging. We'll design each scene to convey key information through the perfect blend of acting, sound, and camera movement, ensuring viewers understand each scene and the story effortlessly. Every second will work hard to immerse viewers in the experience, leaving a lasting impression of Cheez-It's irresistible appeal.

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Cheez-It will be the central, unifying force in our stories, seamlessly positioned into every moment. The brand will appear clearly and dynamically throughout, maintaining a strong presence while feeling entirely natural within the narrative. Whether it's the moment of the midnight snack, the playful interactions between family members, or the subtle but constant presence in the scene, Cheez-It will be front and center as a key character in the story. Each of the different flavors and presentations will be highlighted organically, reinforcing the product's versatility and appeal. From the crunch of the snack to the characters' reactions, Cheez-It will drive the action, ensuring that its presence is felt in a very organic and standing manner in each composition.

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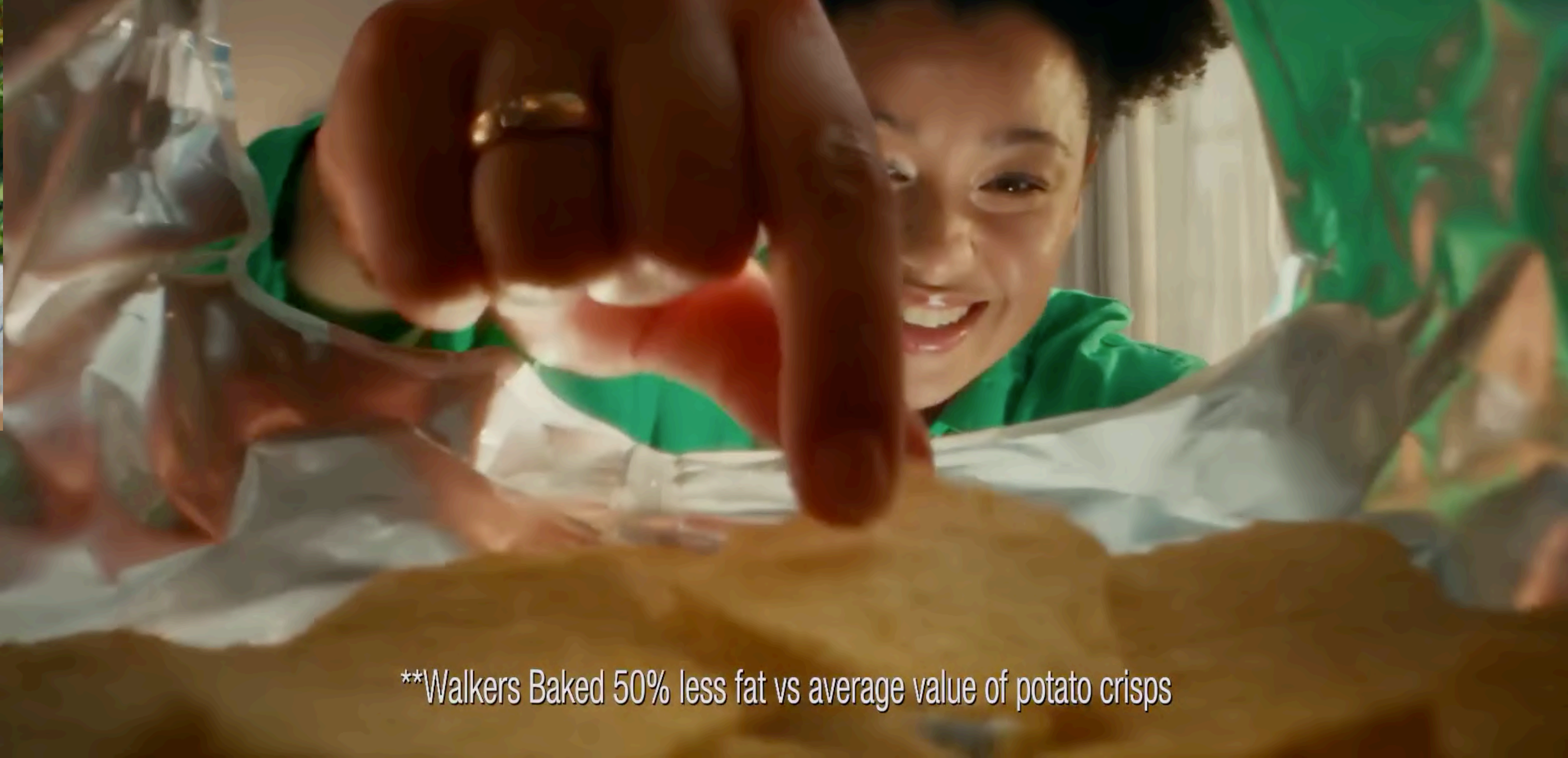


For "Cheez-It Brand Presence," our story should ensure that every element reinforces Cheez-It as a fun, iconic snack that leaves a lasting impression. The brand's tagline of "Sabor que sorprende" must resonate through vibrant visuals, capturing the irresistible look of each Cheez-It—the texture, seasoning, and perfect bite-size that makes it a go-to snack. Each character's distinct personality should shine through in how they savor Cheez-It, allowing their genuine reactions to express surprise, delight, and satisfaction. With expressive close-ups, dynamic camera angles, and strategic framing, we'll make each moment of tasting Cheez-It unique, memorable, and unmistakably Cheez-It, building a strong brand presence that viewers can instantly connect with and crave.

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\*\*Walkers Baked 50% less fat vs average value of potato crisps



**IT TASTE APPEAL CHEEZ IT TASTE APPEAL CHEEZ IT TASTE A**





**IT TASTE APPEAL CHEEZ IT TASTE APPEAL CHEEZ IT TASTE**



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Sound design becomes a powerful tool to bring viewers closer to the Cheez-It experience. Every crunch, every “mmm” of enjoyment, and the satisfying rustle of the box or bowl create a sensory immersion that makes the flavor feel real. By emphasizing these sounds—the unmistakable crackle of Cheez-Its being poured, the slight rattle of the box as it’s passed from one person to another, and the crunchy search of a hand digging for the perfect bite—we enhance the taste appeal through auditory cues. This sound design will bring Cheez-It to life, making viewers feel as if they’re right there, savoring the irresistible flavor and texture. Together with the visuals, this layered sound experience will create an emotional and sensory bond, making "sabor que sorprende" not just a tagline but a feeling.



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GOTCHA!

15\$



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The acting of our characters needs to capture the lively essence of Hispanic culture and families by showcasing personality's that are naturally expressive and full of uniqueness. Their interactions should feel warm and authentic, reflecting a bond of friendship where humor and playfulness are central. Each character should embody a distinct personality, yet blend together seamlessly, creating a sense of camaraderie and shared history. This connection between them should come across as effortless, highlighting the shared laughter, jokes, and pranks that define their close relationship. Their chemistry, along with a mutual appreciation for each other's company, will make viewers feel that every moment spent together is filled with warmth and joy—just like sharing a favorite snack like Cheez-It.



**ACTING HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR**  
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# CINE



# MATOGRAPHY

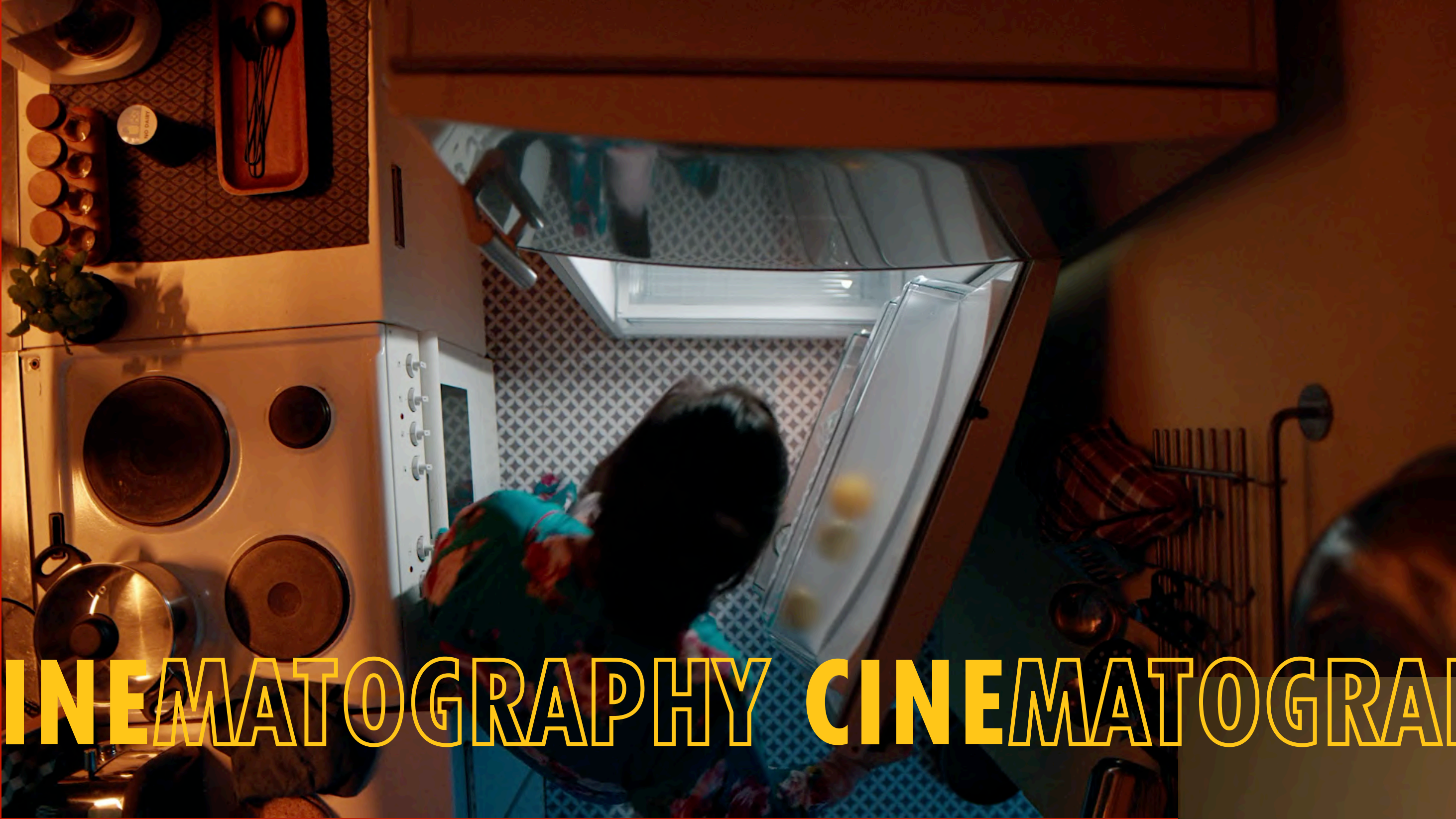
## NIGHT

Building on this warm, late-night Hispanic kitchen ambiance, our cinematography will employ subtle contrasts and intentional framing to capture the essence of Mexican-American families, humor, and suspense. The lighting design will blend cozy, dim overheads with sharper accent lights, casting just the right amount of shadow around our atmosphere. This setup will convey the suspense of a “midnight snack heist,” where our family gathers. We'll use close-up shots for comedic tension, capturing unique craving expressions as each character eyes the Cheez-Its. Cheez-It as a starring role and our product must be clearly placed and have a presence at all times, looking incredibly tasty and inviting viewers into this playful, relatable family scenario





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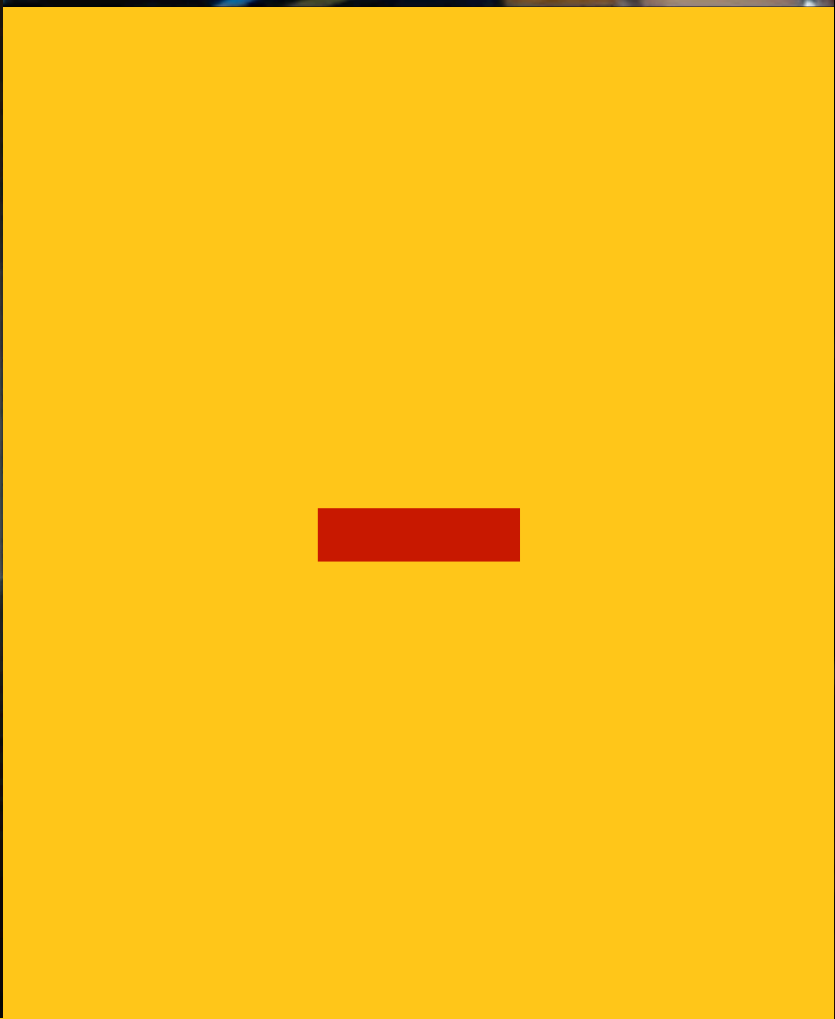




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**CHEEZIT**

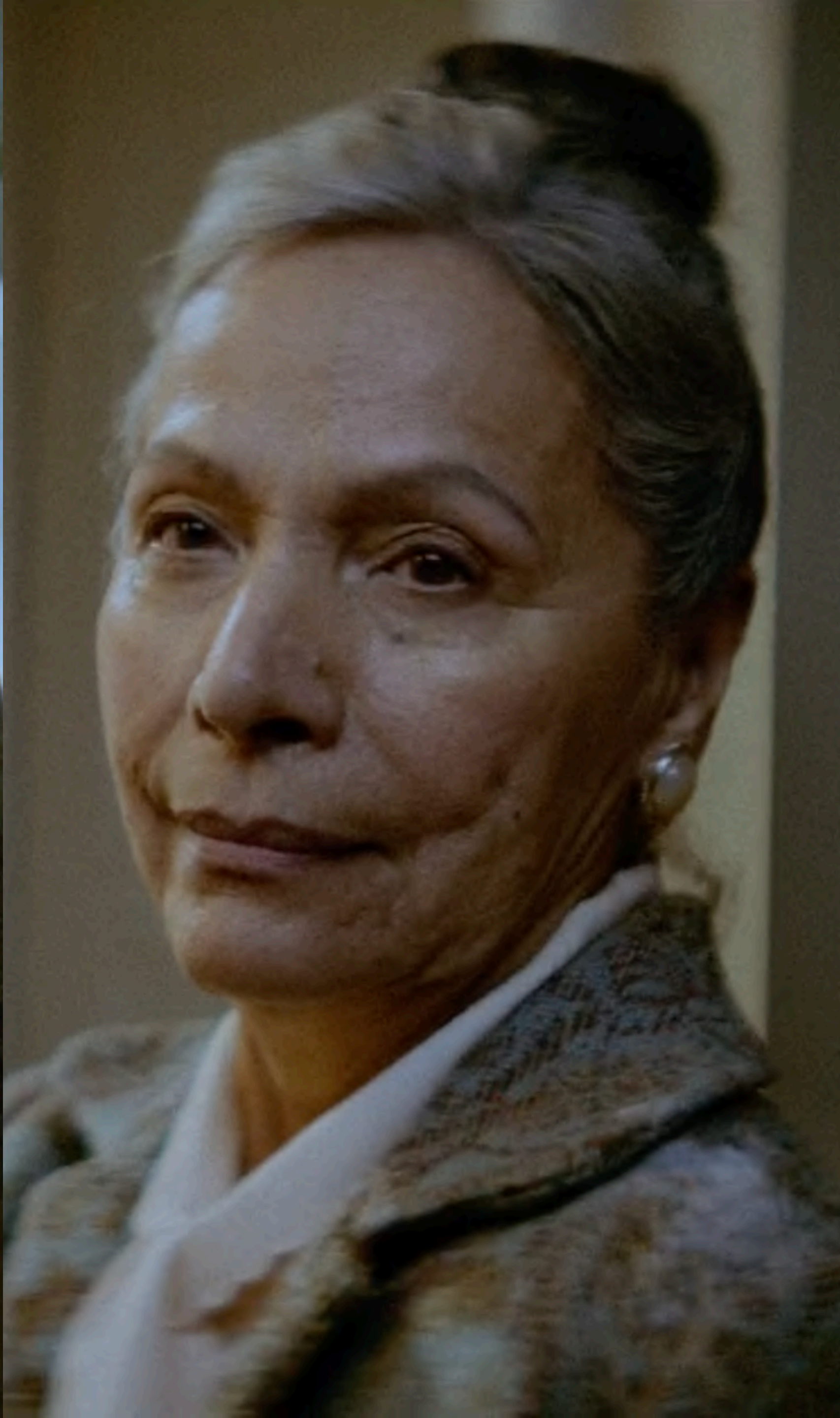




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CHOCOLATE CON LECHE CON MANÍ, CHOCOLATE BLANCO CON MANÍ, CHOCOLATE CON LECHE Y CHOCOLATE BLANCO, CHOCOLATE SEMIAMARGO



EXCESO EN AZÚCARES  
EXCESO EN CALORÍAS  
VAINILLA

# THE ABUELA THE ABUELA THE ABUELA





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**ANDREA DAUGHTER (13 YEAR OLD)**

For Andrea, we're looking for a 13-year-old actress with a natural, playful energy who can effortlessly portray a cute and mischievous accomplice. From the very first moment, she will share a knowing look with her Abuela as they slyly enjoy their late-night snack, teasing her dad with playful banter when he enters the kitchen. Andrea's character will shine through in her lighthearted and confident reactions, capturing the essence of a fun-loving daughter who knows how to enjoy the moment and share in the family's love for Cheez-Its. Her lively and easy going personality will add an extra layer of charm and humor to the scene, making her an integral part of the family dynamic.

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**ANDREA ANDREA ANDREA ANDREA ANDREA ANDREA ANDREA**





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**RANDSON GRANDSON GRANDSON GRANDSON**





**GRANDSON GRANDSON GRANDSON GRANDSON GRANDSON GRANDSON**



The costume design will focus on comfort and personality, with each character's attire reflecting their age, style, and role in the family. Dad will wear a cozy robe, embodying the relaxed, warm spirit of a loving father. Abuela will sport a knitted red or yellow sweater, tying in both her nurturing, classic style and the brand's color palette. Andrea will wear a playful, girly hoodie, fitting her confident, fun-loving teenage persona, while the grandson will be dressed in a lively, playful pajama or that shows off his boundless energy. Subtle touches of Cheez-It's signature golden yellow, red, and orange hues will be woven into each outfit—whether in accent colors, patterns, or small details—ensuring the brand's presence is seamlessly integrated into the family's wardrobe without overshadowing their individual personalities. This design approach enhances the feeling of a cozy, familiar home, while keeping the Cheez-It brand front and center in a natural, organic way.

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**COSTUME DESIGN COSTUME DESIGN COSTUME DESIGN COSTUME DESIGN**

A person is seen from behind, looking into an open refrigerator in a kitchen. The scene is dimly lit, with the light from the refrigerator illuminating the person's face and the interior of the fridge. The background shows a typical kitchen setting with cabinets and a doorway.

STORY

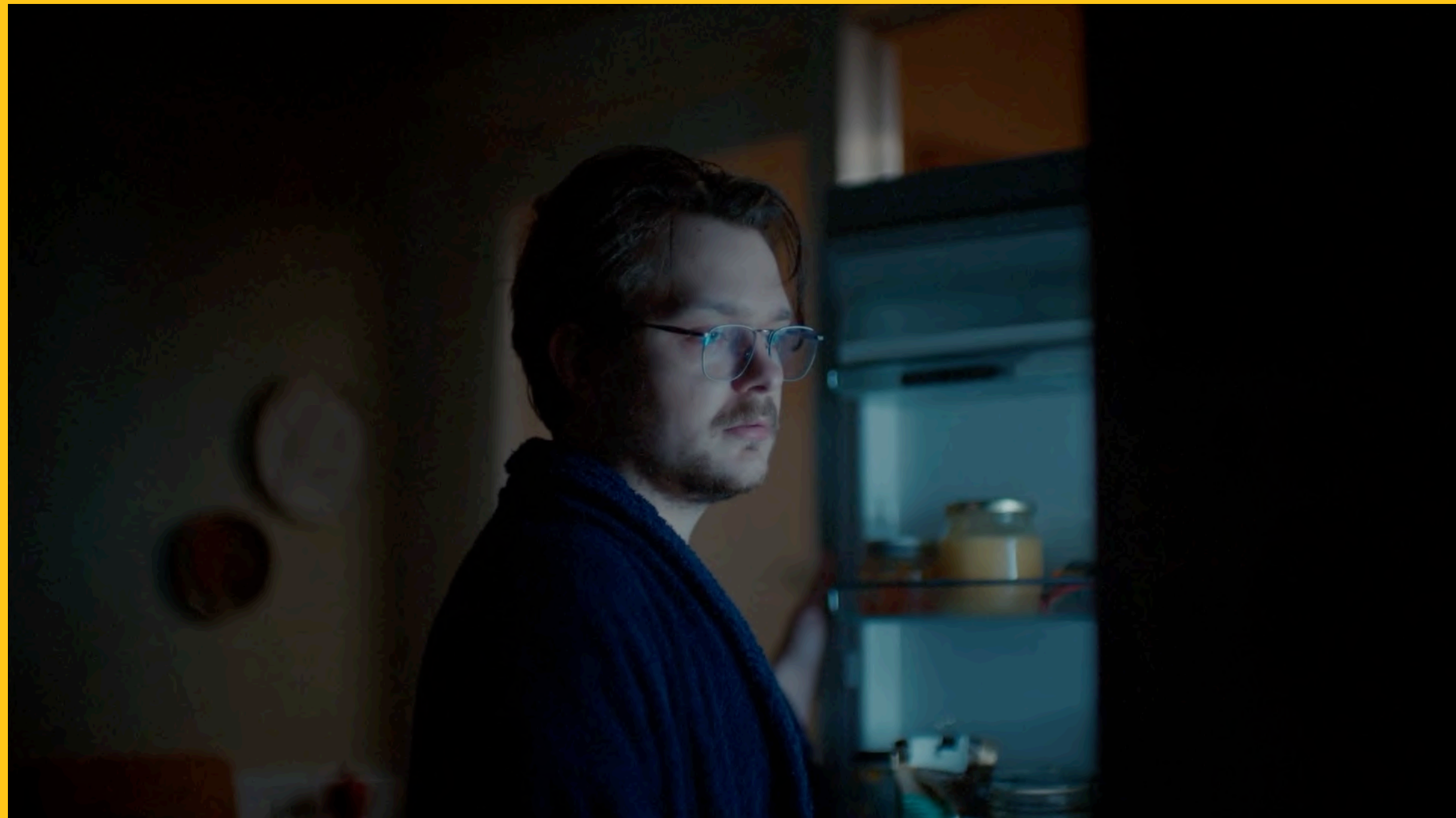
TELLING

GOTCHA! 15S GOTCHA! 15S GOTCHA! 15S GOTCHA! 15S

## -DAD TIPTOEING INTO KITCHEN

We open with a dad, around 50 years old, quietly tiptoeing into the kitchen, rubbing his hands, suggesting he is ready to fulfill his cheesy midnight craving.

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**CHEEZIT**





**DAD FINDS ABUELA AND ANDREA ENJOYING CHEEZ  
- IT HOT & SPICY AND CHEEZ - IT CHEDDAR JACK**

As he enters the kitchen, he finds his mother (the abuela) and his 13-year-old daughter, Andrea, sharing a playful moment at the kitchen table, enjoying Cheez-It Hot & Spicy and Cheez-It Cheddar Jack.

(We see Abuela and her granddaughter enjoying Cheez-It together. Abuela pours more Cheez-It Cheddar Jack into the bowl while her granddaughter eagerly reaches in to grab a handful.)



**ABUELA POURS MORE CHEEZ-IT INTO THE BOWL  
WHILE GRANDDAUGHTER EAGERLY REACHES IN  
TO GRAB A HANDFUL.**

As he enters the kitchen, he finds his mother (the abuela) and his 13-year-old daughter, Andrea, sharing a playful moment at the kitchen table, enjoying Cheez-It Hot & Spicy and Cheez-It Cheddar Jack,

We see Abuela and her granddaughter enjoying Cheez-It together. Abuela pours more Cheez-It Cheddar Jack into the bowl while her granddaughter eagerly reaches in to grab a handful.)





**ABUELA SENSES HER SON'S LATE-NIGHT SNACK HUNT-Abuela-Aha! Do you also have those cheesy cravings?**

The intuitive abuela instantly senses her son's late-night snack hunt, giggles, and says:

Abuela:

¡Ándale! ¿Tu también con antojitos de queso?

Aha! Do you also have those cheesy cravings?



**THEY SHARE GIGGLES, EVERYONE'S ON MIDNIGHT SNACK MISSION-Dad-Let's see, let me try some of those Cheez-It Hot & Spicy.**

They all share giggles —it's the kind of laugh you get when everyone's secretly on the same midnight snack mission, as the dad asks:

Dad:

¿A ver, dame a probar de esos Cheez-It Hot & Spicy?  
Let's see, let me try some of those Cheez-It Hot & Spicy.





## DAD BITES INTO CHEEZ-IT HOT & SPICY / CHEEZ-IT EXPRESSION-Dad-Mmmmm

He bites into the Cheez-It Hot & Spicy, and there's an instant reaction—a flash of curiosity in his eyes like he's uncovering a new dimension of flavor. He chews, letting the heat sink in, then slowly nods, eyebrows raised with that 'okay, I see you, Cheez-It' expression. It's as if he's discovered something he didn't expect.





We do a close-up of the Cheez-It Hot & Spicy.





## **FAMILY HEAR A NOISE COMING FROM INSIDE THE PANTRY**

Suddenly, they all hear a noise coming from inside the pantry. They exchange puzzled looks, wondering if it's a ghost or some kind of animal. They all stand up.



# GRANDSON REVEAL

The abuela opens the pantry to reveal her grandson hiding with a mischievous grin, holding a box of Cheez-It Extra Big.



Download the app and sell for free

Vinted



**GRANDSON EXTENDS THE BOX TO ABUELA AND  
ASKS LOVINGLY-Grandson-Do you want some  
Cheez-It Extra Big Grandma?**

The grandson extends the box to the abuela and asks lovingly:

**Grandson:**

¿Quieres Cheez-It Extra Big abuela?

Do you want some Cheez-It Extra Big Grandma?





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## END CARD FEATURING FLAVORS

Animated End Card rolls in featuring flavors (TBD).



A woman with short red hair and glasses is looking out a window. She is wearing a brown sweater over a floral patterned shirt. The background shows a wooden wall and green foliage outside.

**SOCIAL MEDIA**

**GOTCHA!**

**6S**

Our 6-second digital spots will embody an authentic, relatable style, capturing moments that feel spontaneous yet polished. Designed to appear as if filmed on a mobile phone, these quick scenes will immerse viewers in casual, everyday interactions where Cheez-It naturally drives the fun. Each clip will be framed to highlight the product in playful, memorable ways that feel true to family dynamics. These mini-stories will capture "Sabor que sorprende" in relatable, snackable moments that must respect the standard for social media engagement.



SOCIAL MEDIA SOCIAL MEDIA



TikTok  
@cheezit

SOCIAL MEDIA SOCIAL MEDIA

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## GOTCHA! V1 6S :

This quick, 6-second scene delivers a memorable, relatable moment. Set in a cozy Mexican-American pantry late at night, we see Abuela savoring a late-night snack, sneaking bites of Cheez-It Hot & Spicy with audible, satisfying crunches that draw viewers into her enjoyment. Just as she closes the pantry door, she's surprised to find her family standing there, all eyes on her, catching her "Cheez-It-handed." With a playful expression, her granddaughter asks, "¿Nos vas a dar Cheez-It a todos, abuela?" capturing the warmth and humor of family dynamics.



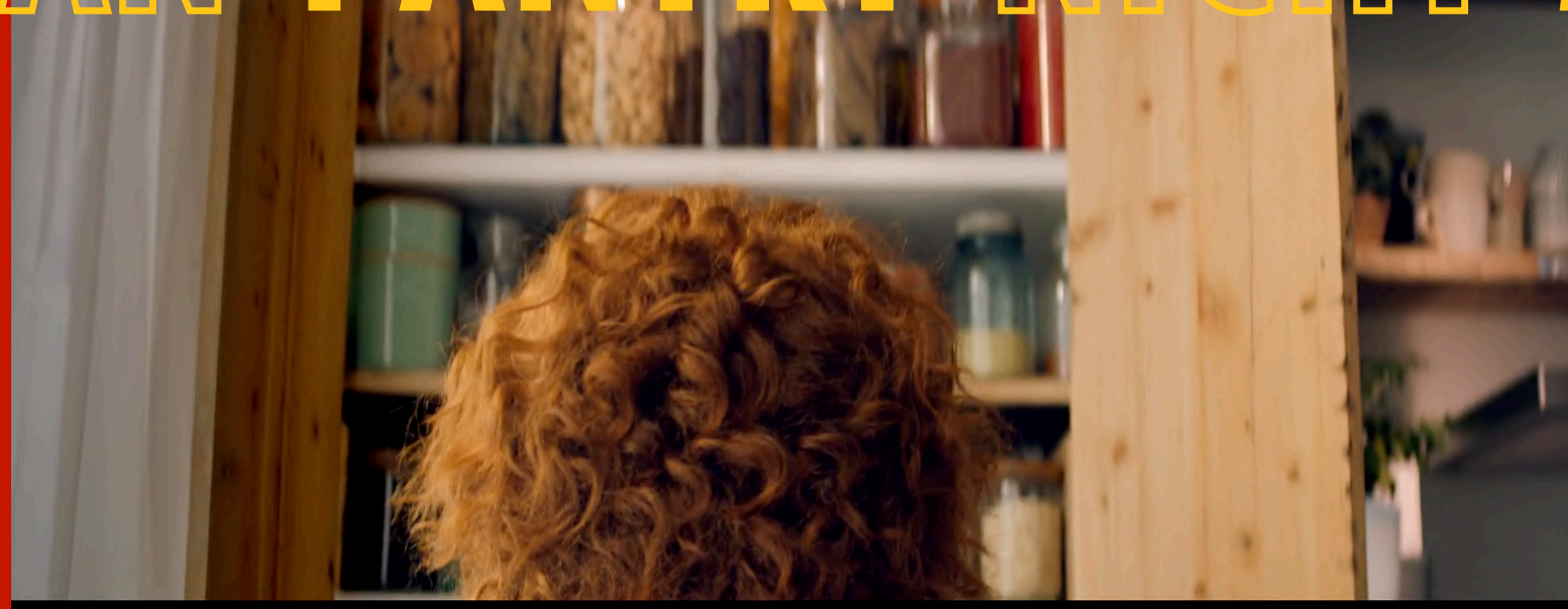
### CHEEZ-IT - SPANISH LANGUAGE SPOT

#### Gotcha! V1 6s

DESCRIPTION	VIDEO	AUDIO
<p>The scene unfolds in a typical Mexican-American pantry, late at night.</p> <p>The kitchen has a cozy, lived-in feel, with warm wooden cabinets.</p>	<p>We open with the Abuela inside the pantry, eating from the box of Cheez-It Hot &amp; Spicy.</p> <p>As she closes the pantry door, she freezes—her family is standing there, staring right at her. Caught Cheez-It-handed.</p>	<p><b>SFX:</b> We hear the satisfying crunches as the abuela bites into the Cheez-It cracker.</p> <p><b>Granddaughter:</b> ¿Nos vas a dar Cheez-It a todos abuela? And you're going to share those Cheez-It, right, Grandma?</p> 
<p>We close the spot with the VO and lock up. End card</p>	<p>Animated End Card rolls in featuring flavors (TBD).</p> 	<p>Music kicks in.</p> <p><b>VO:</b> Cheez-It, un Sabor Quesorprende... a todos. Cheez-It, A flavor that surprises... everyone.</p>



**AMERICAN PANTRY NIGHT MEXICAN AMERICAN PANT**





HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR ACTING HUMOR



**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

Valid on eligible orders only. Min \$5 Perk if order is delivered late; max \$15 Perk when qualifying 3rd party offers lower price for same order. Submit claims within 7 days. Perks usable on future orders for 30 days, cannot be combined and restrictions apply. Full terms at [lp.grubhub.com/legal/ghgterms](https://lp.grubhub.com/legal/ghgterms).

## **GOTCHA! V2 6S :**

This 6-second scene captures a playful family secret, set in grandma's Mexican-American bedroom (recámara). The spot begins with the grandson enjoying a box of Cheez-It Extra Cheesy, his audible crunches drawing us into his delight. When Abuela discreetly opens her nightstand drawer—or peeks under the bed—we discover her hidden stash of Cheez-It boxes, revealing her secret love for the snack. The grandson's face lights up in surprise, and they share a warm, knowing smile. With a hint of mischief, he asks, "Grandma, do you have more Cheez-It Extra Cheesy?" This charming exchange underlines Cheez-It's irresistible appeal across generations, showing that "Sabor que sorprende" is a pleasure to be shared (and even hidden!) among family.



Etsy is a marketplace for independent sellers. Products may vary.





**GRANDSMA'S ROOM GRANDSMA'S ROOM GRANDSMA'S RO**





**GRANDSMA'S ROOM GRANDSMA'S ROOM**

**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**



**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**

**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**



**GOTCHA! V3 6S :**

This 6-second scene captures a warm, late-night moment in a typical Mexican-American pantry. The scene opens with the grandson offering Abuela a box of Cheez-It Extra Big, inviting her to share in the snack he loves. She takes a bite, and her face lights up with delight at the bold flavor, creating a heartfelt exchange that celebrates their bond. As she enjoys the satisfying crunch.





# AMERICAN PANTRY NIGHT MEXICAN AMERICAN PANTRY



## GOTCHA! V4 6S :

This 6-second scene captures a relatable, late-night moment with a touch of suspense and humor. Set in a dimly lit, cozy Mexican-American kitchen, the scene unfolds as Dad sneaks a taste of Cheez-It Hot & Spicy. His surprised expression quickly shifts to one of approval, nodding and smiling as he savors the bold flavor. The audible crunch and his approving “Mmmmm” convey just how irresistible the taste is, even in this quiet, midnight snack setting. This simple yet engaging moment highlights Cheez-It as a snack full of “Sabor que sorprende,” emphasizing its flavor appeal and making it a go-to treat for all ages, even in those unexpected, late-night cravings.





**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**



**MOR NARRATIVE HUMOR NARRATIVE HUMOR NARRATIVE**



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**GOTCHA! V5 6S :**

In this 6-second scene we find ourselves in a familiar Mexican-American kitchen, with the soft, warm ambiance of a late-night snack. The scene opens as the grandson lovingly offers his abuela a Cheez-It Extra Big from his lunchbox, asking, "Cheez-It Extra Big, granny?" The moment is filled with anticipation as the abuela takes a bite, and the surprise on her face tells the story of how irresistible Cheez-It's flavor is. We hear the satisfying crunch of the cracker, a sensory cue that enhances the experience of tasting something so unexpectedly delightful.

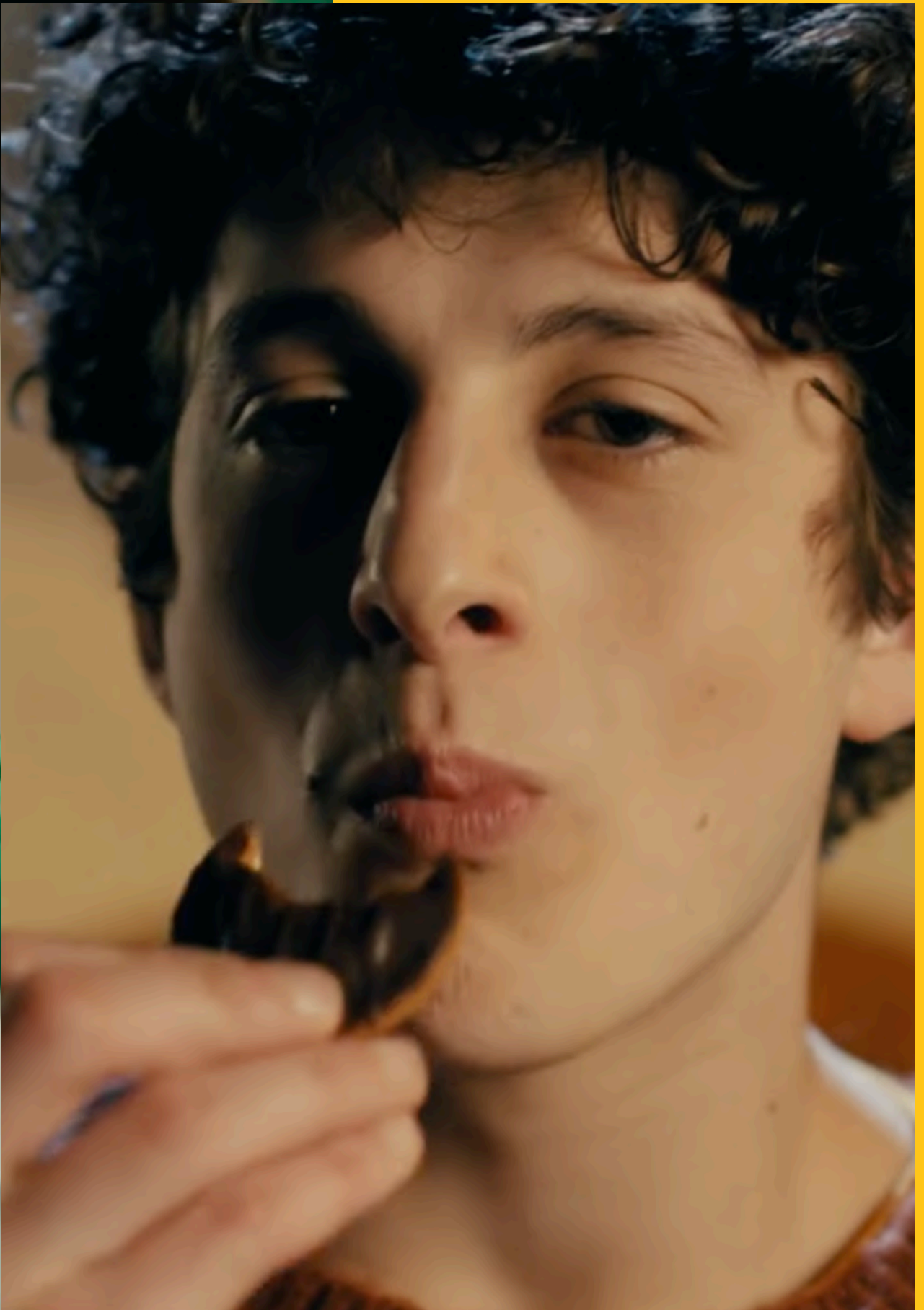


The music will be crafted to evoke a playful yet suspenseful tone that amplifies the "Gotcha!" spirit of our story. It will build anticipation, drawing viewers into the fun moments leading up to the surprise or resolution of the story. Cheez-It. Light, bouncy rhythms will add a sense of energy and fun, while subtle crescendos and pauses will mirror the teasing build-up of our stories, tastes and resolution moments.



**MUSIC MUSIC MUSIC MUSIC MUSIC MUSIC MUSIC**

VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO



The role of our voice-over artist is to reinforce the message we've already established through the playful and genuine reactions of our characters. After the fun, vibrant expressions of delight and surprise, the announcer steps in with an inviting tone, providing a clear and memorable conclusion: "Cheez-It, A flavor that surprises... everyone." This final reinforcement ties together the sensory experience, reminding the audience that Cheez-It's irresistible taste is the true star of the story. The voice-over will feel natural and effortless, serving as a friendly and confident guide to wrap up the experience, leaving viewers with a lasting impression of Cheez-It's flavor and fun appeal.



**CHEEZ-IT**



VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO VO



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TREATMENT BY FATTY

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