

CREATIVE TASK WINNERS



STOCKED

Thank you to everyone who submitted an idea – 476 of you!

There were so many good ones, here are just a few that Matt Lee and the team picked out to share

We will celebrate these on the Open House website too.

M&CSAATCHI
OPEN HOUSE

Don't wish freezer stocked like me
you your was



was stocked like me

Amandeep Dhillon
Made us chuckle.

M&CSAATCHI
OPEN HOUSE



Everything frozen but time.

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Amari Dahlhaus

If Stocked does kids' meals this is perfect. Nice.

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OPEN HOUSE

**STOCKED BLOCKS
ARE SO DELICIOUS,
DON'T EXPECT
ANY WASTE.**



Chris Miller
cc@ccmiller.cc



**BON APPETIT!
NOT BIN APPETIT.**

Chris Miller
Interesting thinking.

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Hamza Yusef

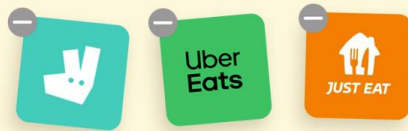
Nice visual. Would be good if their range was foods of the world

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CHEF MADE FREEZABLE RECIPE BLOCKS, FOR MOUTHWATERING MEALS.

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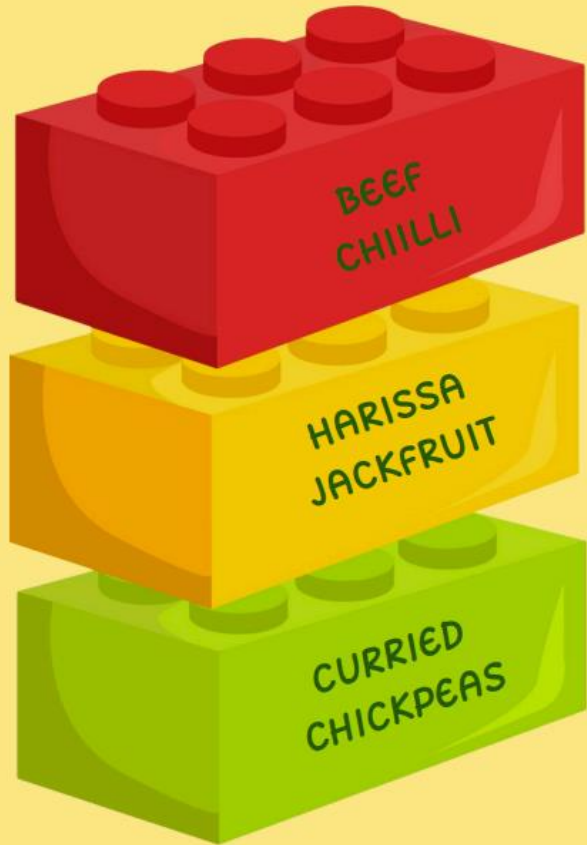
CHEF MADE FREEZABLE RECIPE BLOCKS, FOR MOUTHWATERING MEALS.

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Matt Ennion
Nice, simple visual.

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Make mealtime CHILD'S PLAY



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Rosie Ashworth

Really nice visual if Stocked was aimed at children you wouldn't need the headline. Like the simplicity of it.

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**We Provide Healthy
Square Meals.
Literally.**

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Ruqaiyyah Patel

Headline should be - We provide healthy square meals. Okay they're oblong.

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FROZEN NEVER TASTED SO FRESH

Chef-made meals, ready in minutes.

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Sean Massey

Nice and simple. Well done with execution.

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WHAT DO YOU MEAN... FROZEN?



Sonia Czyzyska

Nice, if you know who he is.

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LOVE FOOD?



HATE PREP?

BETTER GET **STOCKED**

Pre-prepped delicious meals in ready-to-cook frozen blocks.
When your freezer's stocked, your life is sorted.

Tony Blow

Really simple, nice art direction.

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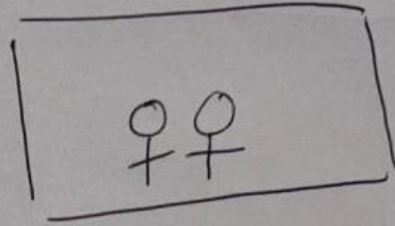
CREATIVE TASK SHORTLISTED



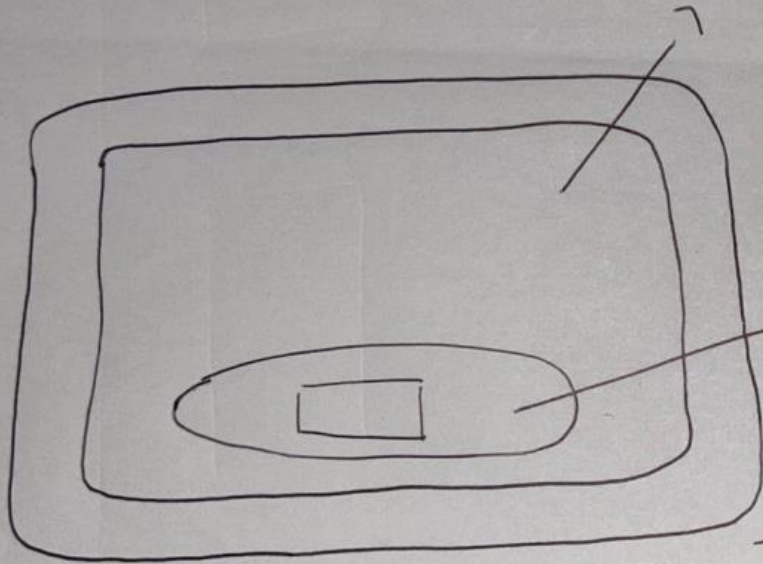
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And a few more shortlisted by our creative teams that didn't quite make it into Matt Lee's top ten.

Well done everyone!



-> in reflection
people laughing
& dancing



> The food in the microwave.

"So you can save time for what really matters"

Cameron Steele

Holly & Dan's top picks

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Isa Geblescu

Kristian & Tupelo think has something

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OPEN HOUSE

Need a hand? Our chefs are waiting behind the door.

The freezer door.

All ready to give you a taste of 20+ dishes they have prepared for all the times you are running out of time. To make things easier and more sustainable, every dish is frozen and chopped into blocks.

Add heat and it's ready to eat!

Curious? Check out stockedfood.com

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Broti Ganguly
Holly & Dan's top picks.

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IT TAKES ON AVERAGE
7 MINUTES TO COMPLETE
A RUBIK'S CUBE.....



.... BY THAT TIME DINNER
WILL BE ON THE TABLE

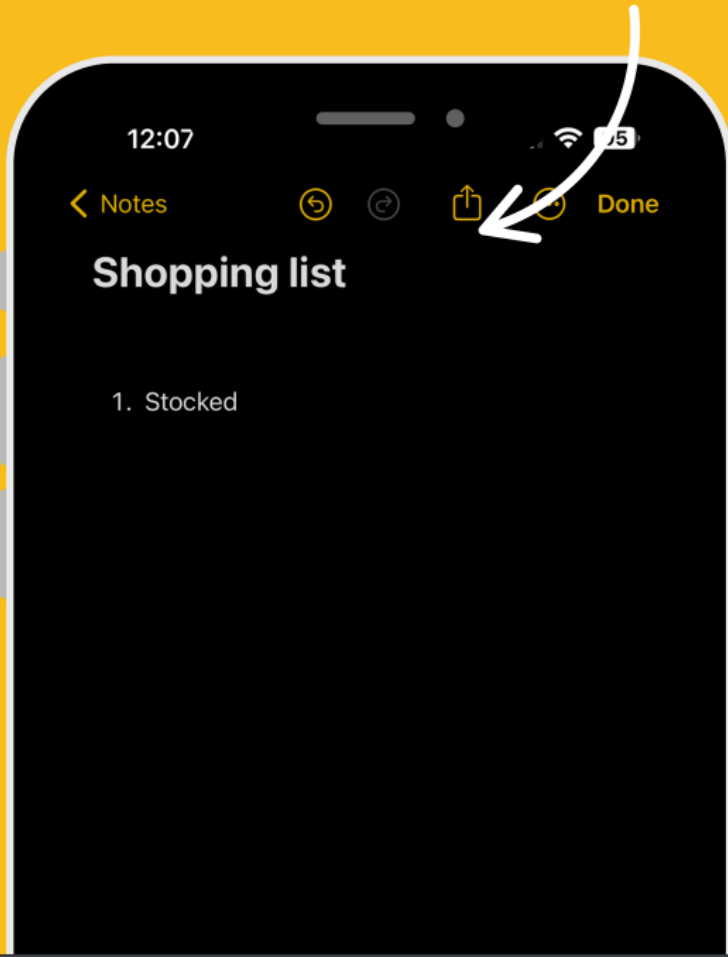
Kate Rowan

Max & Amy's top picks

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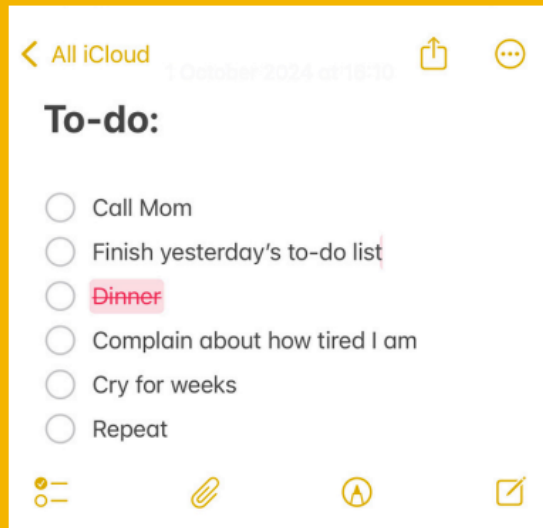
WE'VE DONE THE SHOPPING FOR YOU.



Jasmine Hussain
Max & Amy's top picks

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Adulting is hard.



Revolutionary
Meals. Ready
in Minutes.

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Laura Martin
Max & Amy's top picks

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**ONE DRAW,
ENDLESS POSSIBILITIES**

Oladunni Akerele
Sam & Paul's top picks

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Diya Ajay
Holly & Dan's top picks



Fridge freezer -
freezer open -
might into

The rest all life style → main focus on brand

Customised - works with the brand aesthetic.

Young busy foodies - bright, eye catching, fun.



Customer truth - Usual frozen stock - forgotten about "Sad place of forgotten food"

Flavourful, exciting

Brand truth - without any waste - empty shelf

- Plain white background

A FULLY STOCKED FREEZER CREATES SPACE.

already pulling focus to centre draw, do less, less distraction.

↳ = proposition - Stocked with what you need.

Tag line - A fully Stocked Freezer Creates space

Ayesha Staley

Alex & Jon's picks - There's a nice tension in the tagline

EXPLANATION

Imagine the real photo where a person opens the freezer door and real chefs are sitting in the fridge, offering different kinds of dishes.

The idea is that anyone can taste and eat every day divergent dishes without wasting lots of time and resources.

Check the post on the next slide



Ana Nozadze

Alex & Jon's picks – Little Chefs in fridge

CULINARY JOURNEY.

ENJOY THE PERFECT DISH RIGHT FROM YOUR FREEZER!

<p>CHICKEN CACCIATORE</p>	<p>SMOKY PORK</p>	<p>TARRAGON CHICKEN</p>	<p>CHICKEN KORMA</p>
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OPEN HOUSE



Spencer McCarty
Sara & Kristian's picks

**HAVE
THE
TIME**



**OF
YOUR
LIFE**

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**REVOLUTIONARY MEALS.
READY IN MINUTES**



Tea Di Giacomo
Sara & Kristian's picks

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