

DREAMING of  with GREG OLSEN

150TH ANNIVERSARY

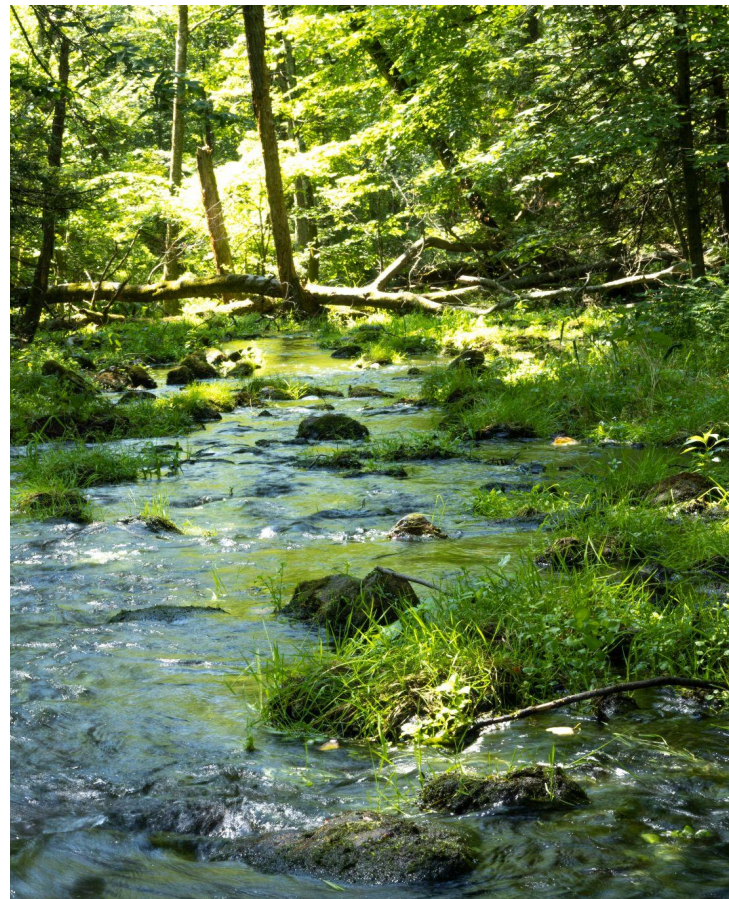
The Brief

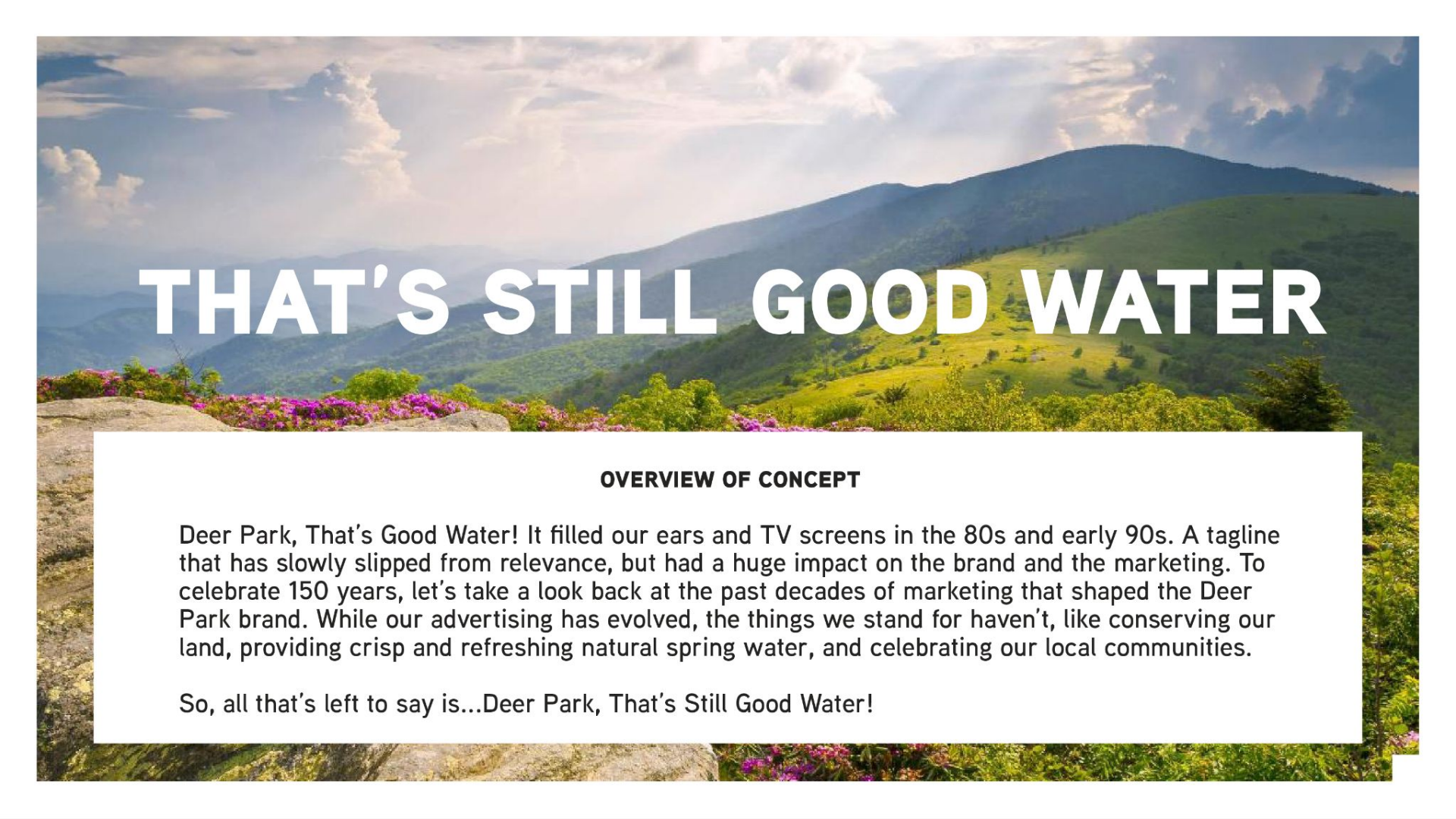
The Opportunity: 2023 is Deer Park's 150th Anniversary...Let's go big!

Deer Park dominates in PA, MD, VA, but has a lot of room to grow in the South. We want to accelerate our growth in the South, while maintaining our success in the North.

The Insight: Consumers don't fully understand the benefits and ingredients that the industry has tried to promote (electrolytes, PH, minerals), and this confusion includes the distinction between spring and purified waters. They do however distinguish between brands based on badge values, price and emotional bond.

The Ask: Develop a campaign idea that reminds consumers that Deer Park is their local spring water brand. Create a tactical support plan that will mint brand evangelist and grow demand throughout the balance of the year.





THAT'S STILL GOOD WATER

OVERVIEW OF CONCEPT

Deer Park, That's Good Water! It filled our ears and TV screens in the 80s and early 90s. A tagline that has slowly slipped from relevance, but had a huge impact on the brand and the marketing. To celebrate 150 years, let's take a look back at the past decades of marketing that shaped the Deer Park brand. While our advertising has evolved, the things we stand for haven't, like conserving our land, providing crisp and refreshing natural spring water, and celebrating our local communities.

So, all that's left to say is...Deer Park, That's Still Good Water!



TONE :

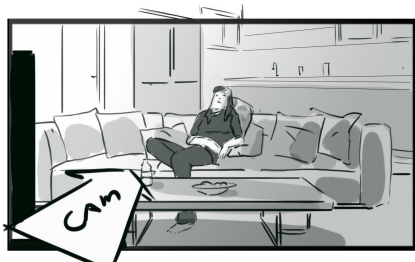
This creative provides an incredible opportunity to build upon the nostalgic feelings that come from advertising in the past – all while making something that hits its own notes of camp and fun.

To describe why “Deer Park that’s good water” works as a great tagline, you have to acknowledge that part of what makes it work is that it doesn’t exactly make sense. That’s what makes it a little bit silly and very *memorable* – all good things! I want to let the tone of this spot be guided by that mixture of fun, curiosity, and exaggerated playfulness. The tone is not about going for comedy, the tone should work to involve the audience and deliver another quirky chapter in the history of Deer Park campaigns.

<https://www.retrojunk.com/c/qIUIR4XZFo/deer-park-water>

Dreaming of Deer Park

:30



1 |
We open on a **STATIC** shot on our hero. She is asleep from the fatigue of their day. We start **WIDE** and we see a Deer Park bottle on the table.



2 |
We zoom in as we hear the beginning of the **OLSEN** voice over on the TV "**Deer Park is....**" **WHIP PAN TO ->**



3 |
180° WHIP PAN stops on the TV. Camera **ZOOMS IN ON TV** as **OLSEN** finishes his line, "**celebrating its 150th anniversary!**"



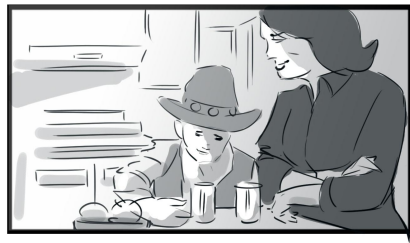
4 |
ZOOM INTO TV as **GREG OLSEN'S** setup fills the frame.



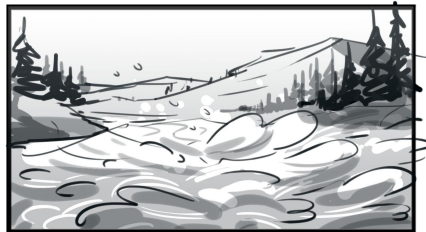
5 |
Cut to C.U. and **REWIND VHS EFFECT** happens over **OLSEN'S C.U.**



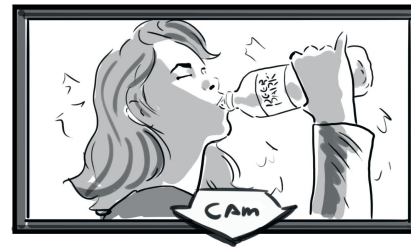
6 |
REWIND EFFECT stops on Deer Park commercial with **Boxer**, and we hear "**Deer Park, that's good water!**" Coming from the commercial.
(re-creating for backup)



7 |
FAST FORWARD EFFECT stops on the Deer Park commercial with Mother and child, and we hear **"You can taste how pure Deer Park is"** coming from the commercial.
(re-creating for backup)



8 |
DIGITAL SCROLLING EFFECT stops on the Deer Park commercial following our drop of water on its journey, we hear **"Filtered naturally through the Earth"** from the commercial.



9 |
DIGITAL SCROLLING EFFECT stops on Deer Park commercial following hiker drinking water. We hear **"for a crisp refreshing taste"** from the commercial. As our HIKER drinks, we ZOOM OUT revealing the edges of the TV. **WHIP PAN TO** (RIGHT TO LEFT)



10 |
As we pan away from the TV we REVEAL our modern version of our boy from the 80s. He exclaims, **Deer Park!**



11 |
Our camera pulls out wider and we see our full cast of modern doppelgangers. Each one of them says **"Deer Park!"** as we bounce from one to the next. **WHIP PAN TO** (RIGHT TO LEFT)



12 |
WHIP PAN INTO PUSH IN on our sleeping hero as they suddenly awaken, exclaiming, **"DEER PARK!"** as the last member of the quintet



14B |

We see our hero's head quickly shift to the side from the TV to the right. Her expression starts out confused



14C |

And her expression quickly shift to amazement, with a bit of wonder as she sees our modern cast.



15 |

We see our characters all in the room, giving a giant Anchor Man/Mentos style jump as they are holding deer park bottles and say, ***"That's still good water!"*** in unison



16 |

We cut to the TV where we see OLSEN delivering his last line as end card graphics appear. **VO: After 150 years, there's only one thing left to say...Deer Park, That's Still Good Water!**



17 |

As a button after the end card: STEADICAM ARCH AROUND as our HERO is already standing, celebrating with the other characters from the commercials. She asks: **So, how did you get into my apartment?**



17ALT |

As a button after the end card: STEADICAM ARCH AROUND as our HERO stands up to join the cast and celebrate. She asks: **So, how did you get into my apartment?**



18 |

FINISH ARCH as they drink, refreshed, making up campy, awkward excuses, our hero looks around the room as she hears their responses.

Awkward improving from the cast “I was told to bring a casserole”



19 |

Our hero looks at her Deer Park water bottle in amazement.

Dreaming of Deer Park

:15's



1 |

We open on Greg Olsen presenting on screen with a Deer Park bottle on his desk. We hear the VO: **"Deer Park is celebrating its 150th anniversary!"** The REWIND VHS EFFECT happens over Greg



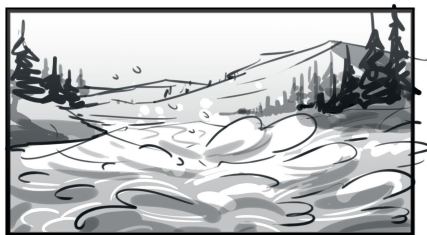
2 |

REWIND EFFECT stops on the Deer Park commercial with the Boxer, and we hear **"Deer Park, that's good water!"** Coming from the commercial



3 |

FAST FORWARD EFFECT stops on the second Deer Park commercial with Mother and child, and we hear **"You can taste how pure Deer Park is"** coming from the commercial.



4 |

DIGITAL SCROLLING EFFECT stops on the Deer Park commercial following our drop of water on its journey, we hear **"Filtered naturally through the earth"** from the commercial.



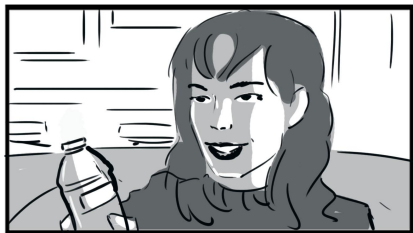
5 |

DIGITAL SCROLLING EFFECT stops on Deer Park commercial following hiker drinking water. We hear **"for a crisp refreshing taste"** from the commercial. As our HIKER drinks, we transition back to Greg in studio



6 |

We return to studio to see Greg grabbing his water bottle and taking a drink. . We hear the VO: **"Deer Park that's still good water!"** and our end card graphics appear



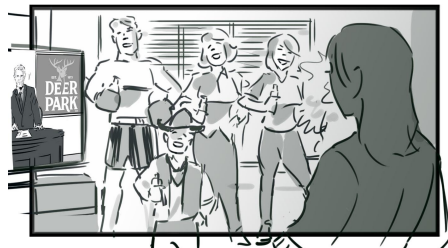
1 | We open on our HERO she's sitting on the sofa holder her bottle of Deer Park water. She turns off frame and says **"150?"**

Alt: 150,000?



2 | We quickly pan to see her talking to our modern day hero cast. They are holding Deer Park water. They say **"150 years?"**

Alt: \$150,000?



4 | We turn back to our hero and her guests as they all say **"Deer Park!"**

Alt: Deer Park! That's still good water!



5 | We turn back to the TV where we see Greg Olsen saying: **That's Still Good Water!**

Alt: Enter for your chance to win \$150,000 at DeerParkWater.com



3 | The camera turns towards the TV and we see Greg Olsen on screen. He says: **"That's Right! Deer Park is celebrating 150 years of crisp 100% natural spring water."**

Alt: "That's Right! Deer Park is giving away \$150,000 to celebrate their 150th anniversary."



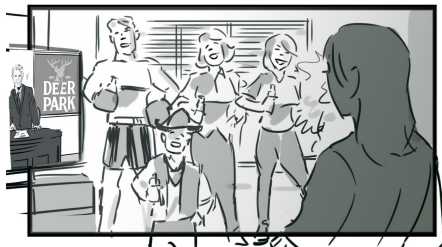
1 |
We open on Greg and hear him say. **VO: After 150 years, there's only one thing left to say...Deer Park, That's Still Good Water!**



2 |
We turn to our hero and her guests as they all say **"Deer Park! That's still good water!"**



3 |
The camera turns towards the TV and we see Greg Olsen on screen. He says: **"Hey how did you all get out there?"**



4 |
As they drink, refreshed, they are making up campy, awkward excuses.
Awkward improving from the cast



5 |
We resolve to an end card graphic as Greg is shaking his head



1 |
We open on Greg on set, presenting a Deer Park segment. We will rotate the background in post to different places in the region that have stood the test of time. We hear Greg say, **"Celebrate 150 years with Deer Park! Tell us about the local people, places, and things that have stood the test of time, and enter for your chance to win \$150,000."**



2 |
As we continue to hear Greg's voice over, we see rotating images of people and places in the region



3 |
We resolve to an end card graphic and CTA

Deer Park \$150K Giveaway

Live Dates: May 1st – August 31st

How To Enter: Sign up for Rewards Drop and enter for your chance to win \$150,000 to celebrate Deer Park's 150th. For bonus entries, use #DeerPark150, follow and tag @DeerParkWtr. Tell us about the people, places, and things that have stood the test of time in the Deer Park region by posting a photo or video along with a descriptions.

Prizing:

Grand Prize: 1 Grand prize winner will get a \$150,000 check from the brand

Promotion:

Paid Media, Organic Social, Brand Website, POS



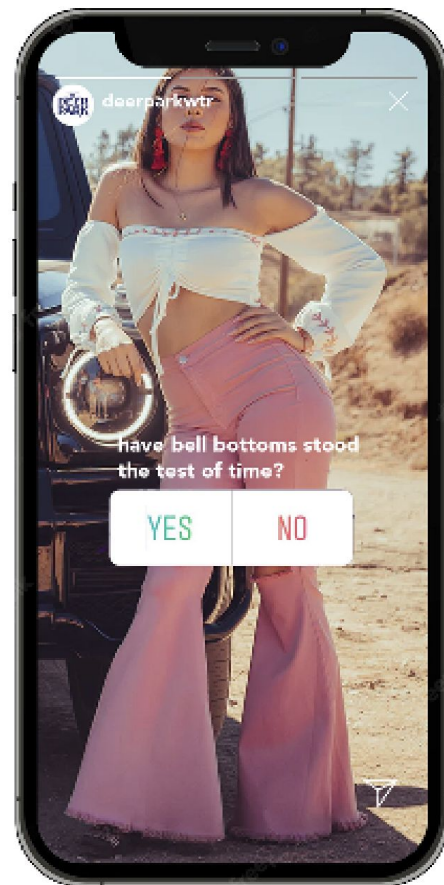
Social Extensions

Thing That Have Stood The Test Of Time

- Asking consumers in the Deer Park region about the people, places, and things that have stood the test of time (Their neighborhood BBQ joint, The Blue Ridge Mountains, etc.)
- Asking regionally relevant content creators that same question and having them develop and post content for the brand to get regionally authentic content for our feeds
- Asking our cast about things from their respective eras (80s, 90s, 00s) about things that have stood the test of time while they are still in character

Deer Park! That's Still Good Water Series

- Asking each member of our cast to say the “Deer Park! That's Still Good Water” line in the campiest way they can
- Promoting a UGC series around consumer submitting their tagline on IG



In-Store Connection

