
See's®
CANDIES
treatment by,
DREW KIRSCH
TOMORROW

like a KID *in a* CANDY SHOP

I've always LOVED See's Candies. I remember it like yesterday – hanging with my friends at the mall in Reno, NV after school, and our visit to See's was always the icing on the cake.

There was NOTHING like the perfect sweet treat from there. Just thinking about it gives me a warm, nostalgic feeling – which is EXACTLY the feeling we're bringing to life with this whimsical campaign.

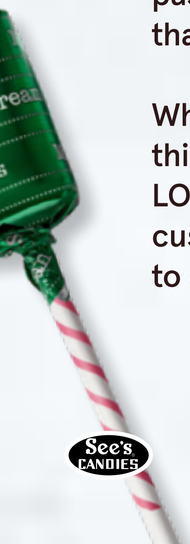




IF YOU COULDN'T ALREADY TELL BY MY REEL, I'M TOTALLY OBSESSED WITH BUILDING BEAUTIFUL, RETRO-INSPIRED WORLDS.

Imagining environments that marry the beauty of the past with the excitement of the present. Environments that feel playful, but lived in. Dreamlike, but grounded.

Which is why I couldn't be more excited to dive into this timeless See's world you've built here (seriously, I LOVE IT) – creating something uniquely SEE'S, that new customers & lifelong devotees will remember for years to come...













JUST LIKE SEE'S HAS BEEN DOING SINCE 1921, OUR GOAL IS TO MAKE SURE EVERY VIEWER LEAVES WITH A LITTLE SOMETHING SWEET AND A SMILE ON THEIR FACE.

CANDY *is the star.*

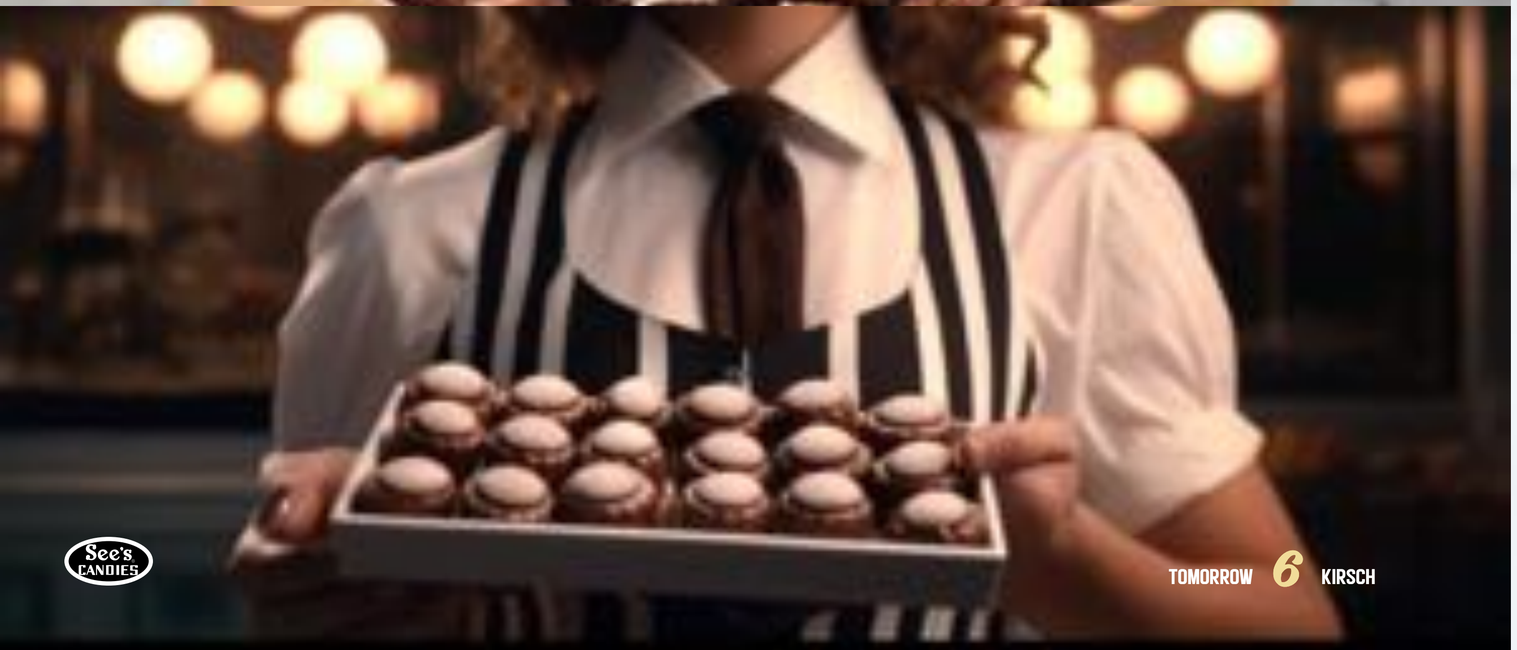
Candy is the centerpiece of this magical world we're building. The catalyst to all of these warm moments of FUN. Bringing our characters together for sweet memories that simply wouldn't be possible without their friendly neighborhood See's.

Since See's Candies are the REAL heroes of our stories, I'll put a special emphasis on how each candy is treated visually within these films. Creating crave-worthy product moments that are absolutely mouth watering – and totally stand out as the heartbeat of these sweet stories.



TOMORROW 5





I LOVE THE IDEA OF CREATING SPECIAL LIGHTING MOMENTS FOR OUR PRODUCT SHOTS, ALMOST AS IF THE CANDY IS SOFTLY ILLUMINATED FROM ABOVE, SHOWING JUST HOW MAGICAL A SWEET TREAT CAN BE.

We will emphasize the unique deliciousness of each candy. The sprinkles on our Holiday Bordeaux. The gooey, decadent insides of the Scotchmallow. Every single element of these candies will be romanticized to the highest degree – making them so irresistible you'll practically be able to TASTE them through the screen...



See's BRANDED MOMENTS

Let's stay true to the beautiful legacy See's has built, creating stylish branded moments that feel absolutely integral to our setting. The wistful See's Candies sign behind the bar. The monogrammed See's logos on our shop girl's roller skates. The black and white accents that define See's iconic aesthetic. The monogrammed S's on the back of the stools.









JUST LIKE YOUR FAVORITE T SWIFT VIDEO, I LOVE THE IDEA OF SPRINKLING EASTER EGGS THROUGHOUT THAT NOD TO THIS ICONIC BRAND.

Like a typical 50's glass pie holder on the counter, but instead of a pie, it's got halved pieces of Apple Pie Truffle stacked in the shape of a cake. A framed photograph of our beloved founder, Mary See, behind the bar. A bowl of Jelly Beans near the napkin dispenser instead of the usual bowl of small jellies & jams. Chocolate Gold Coins that operate our iconic jukebox and are left as gratuities. Even the straws in the straw holder will be checkered black and white.






I envision the perfect
SEE'S CANDIES BLEND
of modern-day sweetness
& wistful nostalgia.
See's CANDIES
TOMORROW

Building OUR SEE'S CANDY COUNTER

It's been such a blast dreaming up this wonderfully nostalgic world – imagining every little detail that will help us strike the delicate balance between See's timeless charm & an undeniably fresh, modern POV.

From the iconic checkered floors, to the warm employees and their stylized uniforms – this is all about creating the most EPIC See's Candies shop EVER. A warm, inviting, and welcoming hang out that people of ANY age would be DYING to go to. An environment that feels inherently SEE'S – that perfect balance of nostalgia and modernity...



OUR SEE'S WORLD IS ELEVATED.

Tasteful. Filled with small, thoughtful details that will make it PREMIUM. From the CHROME finishings, to the glistening sheen of our counter, to the cinematic lighting akin to a blockbuster film – our world hinges on QUALITY without compromise.

In terms of wardrobe, I love the idea of having our See's employee dressed in colors that signal the product we're heroing. Like a MINT GREEN uniform for our MINT CREAM LOLLYPOP. Or a RED & TEAL uniform to match the sprinkles of our HOLIDAY BORDEAUX.












See's CANDIES



FORWARD TO *the Past* (OUR TONE)

When I think about the witty dialogue in this See's campaign, I'm reminded of Pleasantville, The Truman Show, Back to the Future, and WandaVision. The characters in these films and shows can deliver funny, risque lines because they are said from a place of bygone innocence. They also speak in a rhythm that's much more expressive/emotive than we'd see in a modern performance.

Our performances should feature a similarly idealized look back on the 50's, and embrace the same fun pattern of dialogue. LET'S DOUBLE DOWN ON THIS NOSTALGIC TONE. Let's embrace these charming qualities in our See's staging.



Our scenes will be played with a playful wink. On set, I will encourage our actors to tap into the innocence of this era. I will ask them to be playful and have fun with their lines, to speak in a slightly exaggerated tone...as if these situations (our scenes) are the most important moment of their day. And I'll encourage a range of deliveries so that we have multiple ways to take the humor in the edit.

The comedy is charming, funny and innocent, even when we have a line like "Got anything stronger?" Let's craft a sweet balance between nostalgic innocence that will draw smiles, and modern messaging that will sell our candies as the fun solution to life's little problems.









See's CANDIES

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TOMORROW

Just as important as our awesome art direction is the WELCOMING ENVIRONMENT our See's employees create. The positivity. The feeling that our cast of characters can come in, like the bar in Cheers, and everybody will know their name, their personalities, and the sweet treats they love.



TOMORROW 16 KIRSCH


the
SWEET PEOPLE
who make See's feel like home.
Our casting process will favor the neighborly warmth that makes See's Candies so darn special.
We're on the hunt for diverse folks who exude an inherent approachability & charm. Actors who are genuinely cheerful & animated, yet totally grounded and subtle in their approach. Actors who understand the nuances of these fun scripts and can nail the landings.
See's CANDIES
TOMORROW 17 KIRSCH
TOMORROW







OUR MAIN SEE'S EMPLOYEE, PATTY, IS THE FRIENDLY FACE THAT WELCOMES US INTO THIS MAGICAL WORLD–

–setting the tone for our candy counter with her infectious good vibes & unique ability to know EXACTLY what her customers need. Patty has been an employee for a while. Probably 48 - 53 years old, she knows everyone by name and never forgets a birthday. She's the best listener...a sage psychologist combined with your favorite neighborhood bartender. The non judgmental type who invites anyone in her presence to open up & share their story. Our friendly GUIDE to the FUN. She knows the See's products like the back of her hand.

Patty's counterpart is in his or her mid-20's.

I LOVE the customers that come into the shop – from grandmothers to little girls and everything in between. EVERYONE we cast will have a similar POSITIVE, JOYFUL sparkle in their eyes. I'll describe more of them in the following script breakdowns.


now,
LET'S DIVE INTO
these magical sweet stories!

"A SPRIG OF RELIEF"

:15 | FEAT. MINT CREAM LOLLYPOP

We open on a WIDE SHOT of the SEE'S CANDIES COUNTER in our soda-fountain inspired SEE'S CANDIES SHOP. And this isn't just any candy counter – it's a MODERNIZED, WHIMSICAL PORTAL into the 1950's.

A place where local patrons of all ages gather and spend hours engaging in friendly conversation. Where lovers meet to rendez-vous and delight all of their senses. Where families come together to celebrate life's special moments...

Just like See's handcrafted chocolates, every INCH of this candy counter is a work of art. The countertop itself is a GLOSSY EXPANSE of pristine white marble, the edges made of delicate pastel-colored ceramic tiles, meticulously arranged in BEAUTIFUL PATTERNS that add a touch of whimsy and warmth.

A bowl of CHRISTMAS ORNAMENTS & a STRING of GARLAND, along with the ambient holiday music, signals the COZY FEELING of the holidays. The big SEE'S CANDIES sign behind the counter welcomes us IN...

At the counter, we meet our friendly neighborhood shop server PATTY (48 - 53). She WAVES goodbye to a delighted patron who SMILES from ear to ear after just finishing a lollypop (or two). *Yum.*

The camera TRACKS the countertop as it stretches gracefully across the length of the shop, inviting us to take a closer look at the BEAUTIFULLY STACKED SEE'S BOXES behind the counter. Old fashioned GLASS JARS hold dozens of deliciously crafted See's lollypops & the shelves are LINED with MOUTH WATERING CHOCOLATES of various shapes and shades.

A stylish VINTAGE TITLE CARD wipes across the screen, bringing us further into this retro-inspired world & setting the scene...

TITLE: See's Presents: A Sprig of Relief

Still smiling from her pleasant interaction with the customer, Patty leisurely SKATES over to a stack of chocolate boxes, moving effortlessly to the NOSTALGIC MUSIC that plays on the See's branded JUKEBOX in the corner. She passes another cheerful CO-WORKER (mid-20's), also on skates, as she reaches the shelf and carefully places the box.

Maybe Patty wears an authentic poodle skirt in the prettiest shade of MINT GREEN that perfectly matches the hues of our sweet little hub.

As Patty puts the box on the shelf, the door SWINGS OPEN and two lifelong friends in their late 60's, BETTY and ELEANOR, enter, wearing MATCHING CHRISTMAS SWEATERS. The pair doesn't have the usual pep in their step - they are overwhelmed by their Christmas responsibilities and they need a pick-me-up FAST.






See's
CANDIES


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The women drop into their seats at the counter, hanging their matching pocketbooks on their stools in perfect sync.

Patty skates over to Betty and Eleanor and hands them each a VANILLA LOLLYPOP.

PATTY: You ladies here to take the edge off?

They look at Patty with a slight expression of defeat.

BETTY: You know how the holidays are. Got anything stronger back there?

Patty smiles. She likes these two sassy ladies – and she knows exactly what to give them...

She reaches into a JAR, and pulls out two strong, refreshing MINT CREAM LOLLYPOPS, handing them each one.

We cut to a CLOSE UP of the lollypops as the wrappers GLISTEN, a BEAUTY LIGHT perfectly illuminates the gold of the foiled See's wrapper. The whole WORLD seems to slow down as we take in the DELICIOUS TREATS, a TWINKLY SOUND emphasizing this magical moment.
There's no problem candy can't solve.

PATTY: (knowingly) This should do the trick.

They each carefully peel back the golden wrappers and take a lick like it's the first sip of their favorite bev. *Ahhh. RELIEF from the stresses of the holidays!*

ELEANOR: Nothing like that first lick.
ALT: Aah. Now that's refreshing.
ALT: Now this is my kind of happy hour.

They seem instantly transported. In unison, they lick away, gossiping like two school girls.

We hold for a beat on this beautiful moment, a perfect blend of nostalgia and enduring friendship – as we are reminded that some things, like the bond between two special grandmas, the magic of a SEE's Candies Counter, and two SEE'S MINT CREAM LOLLYPOPS can only grow sweeter with time.

Cut to art card/logo as a holiday inspired sting plays.

ART CARD: MAKING LIFE SWEETER SINCE 1921

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CANDIES




TOMORROW 23 KIRSCH





"HOLIDAY BLUES, REDS, AND GREENS"

:15 I FEAT. HOLIDAY BORDEAUX

We open on a WIDE SHOT of the SEE'S CANDIES COUNTER in our soda-fountain inspired SEE'S SHOP.

It's holiday time again and we're immediately transported into a simpler time when the holiday season was filled with wonder and innocence.

Our SEE'S SHOP is the picture-perfect haven that captures the magic of Christmases past, showcasing beautiful holiday candies on shelves adorned with teal, red, & gold. Vintage tinsel garland drapes the SEE'S CANDY COUNTER and sparkling paper snowflakes DANCE from the ceiling.

Off in the corner, A LITTLE BOY puts a See's Candies Chocolate Gold Coin into the slot of the See's branded JUKEBOX. A MUSICAL JOURNEY begins, and a beautiful HOLIDAY SONG plays over the speaker, instantly putting a smile on the faces of patrons, young and old.

TITLE CARD: See's Presents: Holiday Blues, Reds and Greens

It's business as usual as PATTY, our friendly neighborhood shop server, inspects her candies for sprinkles that could be out of place. Liking what she sees, she places the DELICIOUS SWEETS on a BEAUTIFUL GLASS DISPLAY on the glistening counter top.

The bells on the entry door chime, and in walks DONNA (40's) with a bee hive so high she'd make the Ronettes jealous. Donna looks a little beat down and forlorn. She heads for her usual stool.

Patty smiles at the sight of Donna, one her favorite regulars, eager to serve her up something sweet. Donna slaps down on the counter with an exhaustive sigh as if to say *"hit me, bar keep...and keep em' coming!"*






See's
CANDIES


TOMORROW 25 KIRSCH

DONNA: I know this is the most wonderful time of the year. But my to-do list is too long, I'm behind on my shopping, and I guess I'm just feeling blue.

Patty smiles and leans in, ready to offer some much needed comfort. From behind her back she pulls out a box of HOLIDAY BORDEAUXS.

We cut to a CLOSE UP on the box. A beauty light ILLUMINATES it, bouncing TWINKLES of GOLD LIGHT on the shiny countertop. And for a brief moment, we're suspended in a nostalgic moment of PURE SWEETNESS.

Patty opens the box and A MAGICAL TWINKLY SOUND draws our eyes to the chocolatey wonders it beholds. And once again, candy takes us away from all the problems of the outside world, slowing us down & letting our senses relish every sweet delectable morsel...

PATTY: You know what cancels out the blues?

Donna starts to perk up with these BEAUTIFUL CHOCOLATES now in front of her. Her frown starts to soften as she reaches for a Holiday Bordeaux.

PATTY: The reds and greens.

Donna places a piece of RED & GREEN SPRINKLED CHOCOLATE in her mouth and closes her eyes. This right here is her HAPPY PLACE.

The camera slowly dollys out of our shop. We see another shop server skate over with a shiny tray of festive SEE'S CANDIES to a family of four. The children excitedly reach for the confections as the holiday music trails off.

Cut to art card/logo.

ART CARD: MAKING LIFE SWEETER SINCE 1921

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See's
CANDIES




TOMORROW 27 KIRSCH

"KIDS IN A CANDY SHOP"

:15 I FEAT. ASSORTED BOX

We open on a WIDE SHOT of the SEE'S CANDIES COUNTER in our soda-fountain inspired SEE'S CANDIES SHOP.

TITLE: See's Presents: Kids In A Candy Shop

PATTY, our resident shop employee, is busy refilling JARS of CHOCOLATE SPRINKLES. She blissfully hums to the nostalgic melodies pouring from the SEE'S branded JUKEBOX. Lost in a world of sweetness, Patty adds her own notes to the timeless tune.

We hear the familiar GENTLE JINGLES of BELLS chiming as the front door SWINGS open, announcing the arrival of yet another eager patron, JOHN (60's) and his TWIN granddaughters, ALICE and JUDY (7). This is their cherished weekly outing with grandpa, and they look forward to this sweet after-school treat.

Already feeling the sugar high, the twins RUN across the BLACK & WHITE CHECKERED linoleum floor. Their matching CURLS and FRILLY RUFFLES playfully DANCE with every step.

John, outfitted in a well-fitted TWO-PIECE SUIT, trails closely behind – excited to be escorted by such lovely dates...

JOHN: Girls, I promised your mother we'd do some homework today.

He gently lifts each girl onto a countertop stool and takes his proud place in between them. Another shop server SKATES OVER with a shiny silver tray adorned with ALMOND CARAMELS for each of them. The twin's eyes WIDEN as they reach for the sugary clusters. Granddad continues...

JOHN: So let's start with the A-B-See's, shall we? A is for "Almond Caramel."

Just then, Patty POPS into frame from behind the counter and hands the twins a box of ASSORTED CHOCOLATES as a visual guide.

We cut to a CLOSE UP on the box. A BEAUTY LIGHT illuminates the ASSORTED SEE'S CHOCOLATES inside, capturing every tiny SPRINKLE on top. Time is suspended as the camera LINGERS on the array of colors and shapes from rich MATTE CHOCOLATEY BROWN to DARK VELVETY TRUFFLES and everything in between.






See's CANDIES
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The grandfather points to a CHOCOLATE BORDEAUX inside the box. The girls watch on with rapt attention, careful not to blink an eye and run the risk of the chocolates disappearing before them.

JOHN: “B is for “Bordeaux.”

He pulls the chocolates from the box ONE by ONE and places them on a DOILY LINED PLATE on the countertop in front of them.

JOHN: Then comes Milk Marshmallow Patty.

Alice and Judy eagerly reach for the MILK MARSHMALLOW PATTIES and take a bite. They SQUEAL with delight as they blissfully chew. They adore their grandfather and giggle as they listen to him continue to name the chocolates. This is the kinda homework they can get behind.

JOHN: Peanut Brittle. Scotchmallow.

We cut wide to see John taking a bite of his favorite chocolate in between his granddaughters as they share a laugh. For a moment, he too is transformed into a kid again.

We continue to dolly out as the SEE’S CANDIES shop resonates with the echoes of their giggles, the sound of youthful innocence entwined with the legacy of love, chocolate, and the timeless bond between generations.

He reaches back into the box and continues listing candies as the titles appear.

ART CARD: MAKING LIFE SWEETER SINCE 1921

SEE'S CANDIES.
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See's
CANDIES


TOMORROW 31 KIRSCH

"HIS AND HERS"

:15 I FEAT. SCOTCHMALLOW

We open on a WIDE SHOT of the SEE'S CANDIES COUNTER in our soda-fountain inspired SEE'S CANDIES SHOP. The song from a contemporary crooner (think Stephen Sanchez) plays on our SEE'S branded JUKEBOX in the corner. We see a few patrons scattered throughout the shop.

TITLE: SEE'S PRESENTS: HIS AND HERS

Our favorite See's Candies shop server, PATTY, is cleaning her tongs, when she hears the pleasant JINGLE of the BELLS as the SHOP DOOR OPENS.

A gushing newlywed couple, MARY and JAMES, (late 20's - early 30's), hold hands as they cross the threshold into our enchanting candy world. They find two side by side bar stools and snuggle close, unable to take their eyes off of eachother.

Patty knows *just* the thing to make this moment even sweeter. She skates over with two SCOTCHMALLOWS and places them on a BEAUTIFUL PLATE in front of them. For the first time, the lovers break their gaze and LOCK EYES with the chocolatey treats.

PATTY: Newlyweds! This one's on me.

In total harmony, Mary and James each take a bite. Our camera is close up on those PERFECT LAYERS. Suddenly, just one isn't enough for either of them! Mary playfully pokes at James.




See's
CANDIES




TOMORROW 33 KIRSCH

MARY: Remember, Dear, what's yours is mine now.

As Mary picks up his unfinished Scotchmallow and puts it next to hers, perhaps she has a little edge in her tone of voice.

JAMES: Yes, Hunny. And if you love something, give it away.

A little agitated, James gently pulls both chocolates back over to his side of the plate.

Patty smiles wide as she enjoys the newlywed's banter - she lives for these type of moments THAT SHE CAN FIX. She reaches for TWO BOXES of SCOTCHMALLOWS and places one in front of each of them...

We cut to a CLOSE UP on the boxes of SEE'S SCOTCHMALLOWS. Mary opens her box up, showcasing the SMOOTH CHOCOLATEY TOPS. A BEAUTY LIGHT illuminates the treasures inside. And it's clear why SEE'S CANDIES has been serving love in a box for over 100 years now.

PATTY: Love is kind. Just not when it's hungry.

Mary and James are relieved, and happily nod in agreement. They hungrily delve into their boxes. They take a bite of their SCOTCHMALLOWS and SAVOR it. Back in a state of loving bliss, James picks up a napkin and wipes the chocolate from the corner of his new bride's mouth.

Before they leave, they place TWO SEE'S GOLD COINS on the counter as a tip. A spotlight hits the coins just right, sending a BLING of golden gleam across the countertop.

Cut to art card/logo.

ART CARD: MAKING LIFE SWEETER SINCE 1921

SEE'S CANDIES.
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See's
CANDIES


TOMORROW 35 KIRSCH



TikTok EXTENSIONS

I love how committed See's is to having a robust social media presence. Instead of approaching our shoot days with a "if there's time" schedule, let's commit to blocks in our two shoot days to generate additional content. Let's also discuss framing in a 9x16 format to maximize the effectiveness of this content.

TIKTOK IDEA #1

I love your idea of extending the scene of our grandpa naming his favorite See's Candies in alphabetical order. John has an encyclopedic knowledge of See's offerings, and he's a natural and charismatic performer. His grandkids love this game (it's probably not the first time they've heard this) and hang on his every word.

"A is for Almond Caramel."
"B is for Bordeaux."
"C is for Café Latté Krispys"
"D is for Dark Chocolate Balls"
"E is for..."

As he lists these, maybe he comes to a point where he has a little trouble coming up with a name. His granddaughters hang on in anticipation, waiting for his recitation to continue:

"E is for EGG-FREE Butterscotch Lollypops!"

The granddaughters yell in unison:

"That's cheating!!!"



TIKTOK IDEA #2

Our loveable lifelong friends and the set-up in A Sprig of Relief give us SO much opportunity to build additional content around. Our two ladies, Betty and Eleanor, have years of history together...they can talk effortlessly about anything.

This could be a fun scenario: Patty sets down a beautiful tasting menu platter in front of each of them with See's Candies' best holiday offerings. The two of them take little bites, stop, and comment, as if they are having the See's Candies version of a "wine-tasting" experience:

"Mmmm. Hints of butterscotch," as one licks a Butterscotch Lollypop.
"I'm getting notes of dark chocolate. And maybe some walnut??" as the other bites into a Dark Chocolate Walnut.
"There's a distinctive profile of peppermint here," after Betty bites into a candy cane.
"I'm sensing something...tart. Maybe citrus-y." as Eleanor swishes a Lemon Drop around in her mouth.



TIKTOK IDEA #3

I've also thought of some potential captions that would allow us to re-use some of our already existing footage and format it for TikTok:

"POV: You step into a retro See's Candies counter & are immediately transported into the 1950's..."

"POV: It's holiday time & you're craving the perfect festive treat."

"You HAVE to try this perfect candy combo."

"POV: your local candy shop knows you better than your BFF"

We could even shoot an ASMR of us restocking our candy boxes. Or have our little girls dance to a trending sound. The Tik Tok possibilities are endless with this cast of characters and the almost-unlimited number of See's Candies products. I'm excited to brainstorm more ideas with you.





What a joy it's been digging into these sweet bite-sized stories. This is SUCH a fun campaign for such an iconic brand – and I would be totally honored to bring my unique POV to elevate these films at every turn. From the loveable characters, to the imaginative settings, to the DELICIOUS food shots – this has all of the ingredients to make something truly memorable.

Thank you for thinking of me.
– Drew



See's CANDIES