

TRIED, TESTED, AND TRUE

Ideator: TopDown Films, Lake Forest, CA

"Show a comically exaggerated history of extensive and rigorous testing done over the years to Dixie plates to ensure their excellence today."

Tongal Comments: Offers the opportunity to easily showcase the new features of the Dixie Ultra plates. Could use a mix of live action and animated graphics to showcase the different features/innovations. We would limit the testing to daily dinner situations that would hold up in real life vs. crazy over the top scenarios.



GRANDMA HAS A NEED FOR SPEED

Ideator: Richard Sullivan, Plano, TX

“Grandma sells her heirloom china to buy a motorcycle instead & stocks her china cabinet with lookalike DU. At family dinner, nobody notices.”

Tongal Comments: Great comedic story that would pull audiences in and features one of our key focus - design. We would direct the filmmakers to find a way to incorporate the additional product features when developing this idea further in the Pitch Phase. Offers the opportunity to create an irreverent character that could become the face for a bigger picture campaign/web series.



DIXIE PLATES FROM FOOD'S PERSPECTIVE

Ideator: Justin and Brandon Kieffer, Arlington, VA

"Talking food at party gives hilarious commentary on how much food Dixie plates are able to hold, the patterned graphics, rim design, etc."

Tongal Comments: Comedic take at showcasing the features of the plate. Could be highly entertaining, but with a degree of difficulty in execution. The script and VO will be of great importance in order for the comedy to land, and the video not to fall flat. Could be executed as animation or as live-action with some VFX.

