

TacoTime

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Serious Tone

Idea #1

Idea 1: Our food is different from traditional Mexican food and fast food.

Taglines:

Rooted in unusual	Humbly Different	Eat rogue.
Redefining fresh	Proudly different	Cook wild.
Unique to the core	Where different is ordinary	
Different since the beginning	Honestly different	
Perfected by different	As different as it gets	
A different kind of real	The pioneers of different	
Established in different	Where different calls home	
Creatively classic eats	Dine with an open mind	
Recipes done differently	So fresh it's rogue.	

Headlines 1 (*Tag: Rooted in unusual*)

Buns are for tacos, too.

Our beans deliver.

Flavors that levitate tables.

Fine tacos require finesse.

New and from way back when.

Playful ingredients balanced.

As authentic as cream cheese.

It takes time to meet quality.

Guac and memories made in house.

Play with your recipes.

Salads were born to be crispy.

Salads born crispy.

Bites may cause severe nodding.

Bites that make you nod Mmmm-hmmmm.

Nod every bite.

Foodie recipes from real food.

Convenient food that's not reckless. It's real.

Take the taco less traveled.

"Best ice." --Joe, Reddit

Eat well in no time.

Premises 1

1. Unusual Eaters (Documentary style): TacoTime's unusual flavor combos have been around forever. Just like Bob, who's taken an unusual approach to doing yard work.

ALT:

- Just like Anne, who has been collecting unusual heirlooms all her life.
 - Just like Phil, who's lived in an unusual house all his life.
 - Just like Terry, who's unusually enthusiastic about women's tennis.
2. Ron Fraedrick: The recipes of TacoTime had an unusual approach, so we'll show Ron Fraedrick rolling barrels of salsa in a parking lot.
 3. Unusual Festival: TacoTime has always been proud of having flavors that seem unusual together. To show off their pride, TacoTime has been attending the "unusual festival" for decades. We'll show the accomplishments of TacoTime at the unusual festival.

Idea #2

Idea 2: TacoTime wouldn't be TacoTime if it wasn't born in the PNW.

Taglines

Originally Northwestern

The northwestern pride

Oregon's hidden gem

PNW spells TACO.

Quietly iconic

The legend of the northwest

The icon of the northwest

Northwestern proud

The northwestern legend

The pioneers of fresh

Oregon's best kept secret

Flavor with history

Established in fresh

Headlines 2 (*Tag: Quietly Iconic*)

Rain calls for cream cheese burritos.

Our tacos are techy, too.

The great outdoors. And crispy salad.

Steps from the ocean. Seconds to your tummy.

Your family's best kept secret.

Sasquatch sighting? Must be the mexi-fries.

Climb a mountain while climbing flavors.

The Pacific Northwest is actually known for tacos.

A different form of vitamin d.

Premises 2

1. Two Beans in a Pod: The PNW is known for rain. And TacoTime is known for crispy salad shells. So when you put the two together, you get umbrellas made of crispy salad shells.

ALT: The PNW is a tech hub. And TacoTime is a place that has cream cheese in burritos. So when you put the two together, you get technology made of cream cheese.

2. Live Local: Documentary style series featuring locals in the PNW who eat TacoTime and do amazing things local to the region. For example, someone who eats crispy burritos while sailing across the Puget Sound.
3. TacoTime Cult: Since TacoTime is Quietly Iconic, the true enthusiasts are all in a cult. We'll show all the quirky rituals they do about flavor, quality and fresh ingredients.

Idea #3

Idea 3: Eat like you mean it.

Minifesto:

As a restaurant with “time” in our name, we know the true time it takes to prepare good food:

It’s generations of perfecting recipes.

It’s local farmers growing produce that pairs perfectly with real meat.

It’s hours of prepping, seasoning, marinating.

Because convenient food shouldn’t have to be reckless, it should be real.

People call our restaurants nostalgic because real food made with real recipes makes real memories.

Our food keeps you feeling good, and thank goodness.

Time flies. **Eat like you mean it.**

Alt. Tags:

Live it up. Eat it up.

Eat like you care.

Real people need real food.

Headlines 3 (*Tag: Eat like you mean it*)

No regrets. Extra salsa.

Make tacos. Not regrets.

Eat like nobody's watching.

Real food. Real recipes. Real memories.

Passionate eats.

Eat tacos to the fullest.

Stop and smell the tacos.

TACO: *verb*. Meaning LIVE IT UP.

Taco like there's no tomorrow.

Premises 3: **Eat like you mean it.**

Eat solo: “It’s so good here, you might wanna come in alone, eat alone, not share. Just like you wanna take that solo trip you’ve always dreamed of.” This spot shows a person eating a delicious spread of Taco Time all alone. Then we see that person traveling somewhere exotic alone.

Dance like no one’s watching: “TT’s unique combo of flavors and freshness will make your taste buddies dance. Just like you dance in public, or barefoot at a concert, or to no music.” In this spot, we see someone thrilled while eating Taco Time, then feeling so inspired to get up and dance like no one is watching right in the restaurant.

Say Yes: “With so many unique offerings, you’ll SAY YES to surprising ingredients made for surprising flavors. Like YES to spreading cream cheese alongside salsa. YES to tater tots in a burrito. YES to freshly served. Just like you’ll say yes to skydiving, a spontaneous road trip with the gals, or learning to surf at 45.” This spot shows delicious close-ups of the most unique offerings at TT, then cuts to the customer doing bucket list items living their best life.

Set boundaries: “To live fully, you need to set boundaries.” We show a woman throwing her ex’s stuff out a tall building and keeping the dog. She then feasts on Taco Time, satisfied and at peace. “Boundaries also mean no more mystery meat, no flat patties, no soggy half sheets of lettuce. You deserve better. You deserve fresh, creative cuisine that doesn’t drain you. Live it up, eat it up.”

Idea #4

Idea 4: Creatively Contradicting Cuisine.

Minifesto:

At Taco Time, you don't have to pick a lane.

You can have tots and classic Mexican food.

You can combine cream cheese and fish.

You can eat locally sourced fresh ingredients *fast*.

The only thing you need to choose is what to eat right now and the truth is, you can't go wrong.

Like our customers, our food is not one-sided.

Here is where opposites attract, conflict builds a flavor story, and the game of balance is mastered.

All Taco Time knows is how to make creatively contradicting cuisine.

Alt. Tag:

Can't Contradict Real.

Headlines 4 (*Tag: Creatively Contradicting Cuisine.*)

Tacos like you've never seen. Disguised as tacos.

Opposites attract. (*visual: cream cheese + salsa*)

Real food. Eaten by the real.

Don't pick a lane. Pick real tacos.

Now Serving: Intense spice action.

Cream cheese to salsa is meant to be.

Classic flavors freshly combined.

The real food of retro.

Premises 4

Work 1: Your boss said you can't lead the team and write a book? Don't stand for that. At Taco Time, we believe you can have cream cheese AND spicy salsa. What some see as contradictions, we see as deliciousness no one ever dreamed of. So don't pick a lane, have it all.

Work 2: Show an influencer torn on how to brand themselves: fitness, tech, parenting, beauty? Spot resolves saying: you don't live for the algorithm-- you are human so you get to taste it all. You can be a yogi *and* a couch potato. Live for yourself and eat for you, too. And all of it works together to make you the best. Just like our burrito.

Relationship: Show a person in a relationship acting hot and cold. Spot says, Guess what? You get to decide. Maybe you do like them one day, and another day you only wanna hang with your cat. We love whatever you love, just like we love classic and new age mexican food. And we also love tots. It's our contradictions that make us real.

Humor Tone

Idea #1

Idea #1

TacoTime's unique and fresh ingredients are wanted in the most unexpected places - making TacoTime the place that has *Flavors Wanted Everywhere*.

Alt. Tags:

Find the flavor

Flavors Needed Everywhere

Spice up your taste

Seek the flavor

It's more than flavor

World renowned flavor

Flavor fiercely

Flavors Wanted

To flavor and beyond

Pursue Flavor

Flavor Hike

Open on 2 hikers walking up a mountain.

Paul: **OooWee! Those crispy burritos pack so much flavor. Are they in your bag?**

Gary: **Do trees grow in the ground?**

Gary pulls the crispy burritos out of his backpack. Both of them sit down on the rock and cheers their burritos. Two bald eagles swoop in and snatch it from their hands.

Both of the hikers are stunned.

Paul: **Good thing I brought spares!**

The hikers hear a grizzly bear roar in the distance.

End Card/VO: **TacoTime: Flavors Wanted Everywhere.**

Flavor Fishing

Open on two fisherman in a boat on a lake.

Bob: **Boy, do I have my hopes up. I can feel Nussy's presence.**

Randy: **I can't stop thinking about those flavorful mexi-fries, though. Can you hand me some?**

Bob reaches in his tackle box and grabs the mexi-fries.

Randy: **Now this is what I call fishing.**

Randy begins to take a bite when Nussy breaches the water and steals his mexi-fries.

Bob: **WOAH! Give me those fries. I'll catch her.**

Nussy breaches the water, but instead of taking the fries, she smacks Bob and knocks him in the water. Randy eats the mexi-fries from the floor of the boat.

End Card/VO: **TacoTime: Flavors Wanted Everywhere.**

Super: **Bob: And I left my socks on!**

Flavor Cowboys

Open on two cowboys riding horseback in the desert.

Hank: **Just a little longer. I know it's somewhere over yonder.**

Johnny: **I need to stop. This sun has me seeing different!**

The cowboys take a break and dismount from their horses. The cowboys start hallucinating from the heat and a TacoTime appears in the distance.

Johnny: **Is that a TacoTime?**

Hank: **You can bet your flavor buds it is.**

Cut to the cowboys pigging out in a TacoTime. There's serenading music until we hear a horse neigh.

Cut back to reality and the cowboys are just laying in the desert eating sand.

End Card/VO: **TacoTime: Flavors Wanted Everywhere.**

New Premises - Flavors Wanted Everywhere

- 1) TacoTime's flavors are desired in moments when you least expect it. A guy putting on a golf course twitches before the putt because he's craving TacoTime.
- 2) The flavors of TacoTime have you wanting it so bad, that even once-in-a-lifetime moments aren't good enough. Someone walks away from a volcano erupting because TacoTime is what they actually want.
- 3) The flavors are so powerful at TacoTime, that even smelling them from a distance can distract you from what you're doing. Someone's in a book club and immediately gets up to follow the smell of TacoTime.

Idea #2

Idea #2

With the unique flavor combinations TacoTime has to offer, it'll make you *Taco 'Bout Flavor*.

Alt. Tags:

Flavor what you say

Takes your breath away flavor

Say flavor

Flavor for all tongues

The flavor language

Speechless flavor

We speak flavor

Flavor for you

Imagine the flavor

Dinner Table

Open on a girl and her grandparents sitting around the dinner table with her boyfriend for the first time.

Grandpa: **And her mother was sitting at the bus stop reading a book and that's when I asked her to marry me.**

Grandma: **Oh, honey. I will always cherish that moment.**

Cut to the boyfriend taking a huge bite of his crispy burrito. He's amazed by the flavor.

Grandma: **Now Jason, when do you think you'll marry our daughter?**

Jason continues chewing his burrito and finishes it.

Jason: **The warm cream cheese. The spices on the chicken. And that crispy crunch. I think I'm in love.**

Jason looks up and he sees the grandparents and girlfriend flaring their nostrils with anger.

End Card/VO: **Taco Time: Taco 'Bout Flavor.**

Super: Jason reaches for a mexi-fry from the father. Grandpa slaps his hand away.

Nail Salon

Open on a lady at a nail salon getting her nails done.

Nail Tech: **So what would you like today?**

Sarah: **Something bold! Whatever you can do to make them pop!**

Cut to the Sarah's hands and they're burritos. The nail tech cleans them with a with a paper towel. Sarah takes a bite after.

Cut to the nail tech trimming the burrito fingers. Sarah offers the nail tech a bite and she accepts.

Cut to the nail tech picking out different sauces as if they were nail polish. Sarah points a burrito finger at the "ranch" color.

Nail Tech: **Alright, I think we're done. How do you like them?**

Sarah looks at her burrito fingers and starts eating them.

Sarah: **Mmmm! So good!**

End Card/VO: **TacoTime: Taco 'Bout Flavor**

New Premises - Taco 'Bout Flavor

- 1) The flavors at TacoTime are so good they'll leave you talking about them for the rest of your life. We follow a toddler through kindergarten, first job and when they're in a retirement home.
- 2) The flavors at TacoTime are so impactful that the president of flavor needs to address the country. It was broadcasted as an "interruption" and the president will talk about it as if it's a problem.
- 3) Since TacoTime's flavors will have you talking, TacoTime will create a talk show all about the flavors and invite the strangest of guests.

Idea #3

Idea #3

The fresh, local food at TacoTime is always there for you when you need a reminder that *Life's Better With Flavor*.

Alt. Tags:

Life's Better with Fresh

Just what you needed

Control your fresh

Fresh secured

Unexpectedly fresh

Start your day with fresh

Live freshly

Rainy Day

Open on a man walking down the road with his head down. It's rainy and sad music is in the background.

VO: When life throws you lemons, you start to cry...

Cut to the man tripping on a crack in the sidewalk.

VO: But when times are tough, TacoTime is there for you...

Cut to the man standing by the road. He gets splashed by a car driving through a puddle.

VO: Fresh, crunchy, flavorful ingredients...

Cut to the man getting his umbrella blown away in the wind.

VO: All packed in a taco, salad, or crispy burrito...

Cut to the man standing outside of a TacoTime. He's then eating in TacoTime, dripping wet and smiling.

**VO: So when you're feeling down and need to change your mood, remember Life's Better with
 Flavor.**

End Card

Vampire

Open on a vampire spying on a couple eating TacoTime.

Vampire: **Green Chili tater tots? Cream cheese on a burrito? Burritos that aren't... soft?**

What has this world come to?

Cut to the couple smiling while sharing their crispy burritos.

Vampire: **It's almost like seeing a colored blouse in the 18th Century. They must be punished.**

Cut to the vampire creeping up the couple. The couple notice him and look confused.

Vampire: **Your time has come! Meet me in the afterlife!**

The vampire takes a bite of the boyfriend's neck. The vampire then comes back to life and is wearing an outfit from the 18th century.

Vampire: **That's actually quite nice. Mind if I have another bite?**

End Card/VO: **TacoTime: Life's Better with Flavor.**

New Premises - Life's Better with Flavor

- 1) TacoTime's ingredients are so fresh that once you eat them, you're life keeps getting better. Someone's bike turns into a car, a bald guy suddenly has hair, a woman grows so she can reach the top cabinet.
- 2) The flavors at TacoTime can change your life for the better. A TacoTime truck drives through a town that's saturated with bland food, but once it passes through, the life of the town is reborn.
- 3) TacoTime's flavors give you just what you need to make life better. A mom is driving around 8 crazy kids, but once they get TacoTime, all the kids are quiet because they have tacos as mouths.

Idea #4

Idea #4

When you go out to eat you don't expect your food to be thrown together with mystery meat, so with TacoTime being rooted in quality ingredients, *It's time for fresh.*

Alt. Tags:

Make way for fresh

Fresh is what we know

Follow the fresh

Expect quality

Get ready for fresh

Yummy you can taste

Fresh has arrived

Fresh is what we do

Repair Shop

Open on a family in a QSR mexican restaurant sitting at the table. They're looking back at the kitchen.

VO: When you go out to eat at a place that doesn't care about quality, sometimes you get a kitchen that's attached to a car repair shop.

Cut to a car repair shop as a kitchen showing a rundown car and disorganized tools.

VO: But when you go to a TacoTime, quality is the only thing we know.

Cut to an employee ripping off the windshield wipers and kicking the bumper of the car.

VO: From crispy burritos to self-serve salsa bars, the moment you go to TacoTime, you know It's Time for Fresh.

Cut to someone throwing a wrench through the windshield then jumping on the hood.

End Card

Drive-Thru

Open on a guy waiting at the window of a QSR drive-thru.

VO: **When you pick up food from a normal drive-thru, you never know what you're actually getting.**

Cut to the guy opening the bag. He pulls out a sponge. He looks confused, then pulls out a plastic watch.

VO: **But with quality and freshness rooted in the process of TacoTime, you'll always get what you expect.**

Cut to the guy pulling a live dove out of the bag. The dove flies to a TacoTime and he follows.

VO: **Fresh ingredients. It's what we know.**

Cut to him enjoying TacoTime in his car.

End Card/VO: **TacoTime: It's Time for Fresh.**

Farm

Open on a man standing at a TacoTime counter. He's looking at the menu.

VO: **TacoTime's taco salad and crispy burritos. Made fresh. Everyday.**

Cut to the man. He notices the kitchen is a farm.

VO: **We even source our ingredients locally. Right in our backyard you could say.**

Cut to the man. He sees a giant cow approaching the counter.

VO: **As fresh as it gets.**

Cut to the cow knocking over all of the shelves and sniffing everything.

End Card/VO: **TacoTime: It's Time for Fresh.**

Super: **Employee: Ugh! Sirloin, I told you not to come over here while there's customers!**

New Premises - It's time for fresh

- 1) Other fast food places offer deals that sacrifice quality, unlike TacoTime. We'll talk about how TacoTime sacrifices quality, but since they don't, we'll just have a close-up shot of an employee carefully crafted a crunch taco.
- 2) TacoTime is so fresh that even their dining areas couldn't help it. Tomato plants would be table the centerpiece, walls covered in lettuce, and random cows wandering the floor.

Idea #5

Idea #5

People go to TacoTime because of the unique flavor combinations which is TacoTime has done since the start because *First We Flavor*.

Alt. Tags:

Where flavor was born

Quality started here

Where flavor first struck

Built on fresh

Founded on flavor

Rooted in Authentic

Originally Flavorful

Originated from flavor

Where flavor begun

Tate Ertot

Open on two friends sitting on a dock eating TacoTime's mexi-fries.

Bill: **How do you think TacoTime came up with green chilis in tater tots?**

Hank: **It was from a guy named Tate Ertot, who lived in Green Chilè.**

Cut to Green Chilè, where everything is green. We see, Tate Ertot, who is also green, walking through his fields.

Cut to close-up of tater tots filled with green chili growing on stalks. Tate Ertot plucks the tater tots and tosses them high, over his shoulder.

Cut to wide shot of a green elephant with a basket on it's back, where the tater tots are landing.

End Card/VO: **Rooted in fresh ingredients, at TacoTime, First we Flavor.**

Mount Salsa

Open on two friends eating TacoTime chips and salsa by a pool.

Mary: **How do you think TacoTime found recipes for such flavorful salsa?**

Beth: **A long time ago, a group of miners discovered the recipes in Mount Salsa.**

Cut to people mining a mountain looking for salsa. Instead of coal dust, they're covered in salsa.

Cut to an individual striking the mountain with an axe made of tortilla chips.

Cut to the individual eventually striking salsa. Then eating the salsa using their axe made of tortilla chips.

End Card/VO: **Rooted in fresh ingredients, at TacoTime, First we Flavor.**

The Asteroid Shell

Open on two friends sharing a TacoTime taco salad on a rooftop.

Damien: **What do you think inspired TacoTime to put a salad in a crispy shell?**

Ava: **It was 500 BC when the asteroid hit. When it struck earth, a crispy shell was formed.**

Cut to an asteroid coming towards earth.

Cut to people made of lettuce looking in the sky. The asteroid is getting closer.

Cut to the asteroid hitting earth. All of the lettuce people run over to crater and dive in.

End Card/VO: **Rooted in fresh ingredients, at TacoTime, First we Flavor.**

New Premises - First We Flavor

- 1) TacoTime was founded on flavor, just like the creation of life. We go way back in time and show the flavors came before the people.
- 2) Flavor is the first thing we do. Just like the Flavor Bombs basketball team. They'll be stretching like their craving flavor, running plays about flavor, and giving motivational speeches about flavor.
- 3) Even the first thing the original royal family does is flavor. We'll show them sitting around a table eating TacoTime, then they say their prayers.

Idea #6

Idea #6

TacoTime isn't your ordinary fast food restaurant. The quality ingredients matched with exciting flavors can you do bold things, making it perfect *For Bold Eaters*.

Alt. Tags:

For Bold Eaters

For the intense

Crave the intense

Crave intensity

Bold flavors for for eaters

Find your intensity

Own your boldness

Own your intensity

Flavor you can claim

Crank up your flavor

Dirt Bike

Open on a close-up of the dirt bikers face. He aggressively takes a bite of a crispy burrito.

VO: **Since TacoTime's ingredients are packed with bold flavors, it can make you do bold things.**

Cut to the kickstarter of the bike. He kicks it and the bike revs up.

Cut to a zoomed out shot of him riding the dirt bike. He's picking up speed.

Cut back to close-up and he looks fearless.

Cut to zoomed out shot, revealing he is only going over a small pothole.

End Card/VO: **With TacoTime's unique menu, it's come to our attention that we make food For Bold Eaters.**

Roscoe

Open on a guy getting out of truck at a lady's house. He's holding a bag of TacoTime.

VO: **TacoTime's unique menu gives you the courage to do bold things.**

Maria: **Take it you're here for the gator? He's in the pool. Didn't know they swam up this far.**

Roscoe: **They call me Rosco the gator wrangler for a reason.**

Cut to Roscoe and Maria standing by the pool. Roscoe takes a fierce bite of his crispy burrito.

Roscoe: **Now I'm ready.**

Cut to Roscoe jumping in the pool. Him and the gator are wrestling in the water. We see him rise to the surface with the gator in a chokehold.

End Card/VO: **With unique ingredients in every meal, TacoTime is crafted For Bold Eaters.**

Super: Roscoe is sitting on top of the gator

Roscoe: **I knew he could smell the chicken.**

Car Flirting

Open on a guy and girl sitting in their cars at a stoplight eating TacoTime.

VO: **With TacoTime's unique menu packed with bold flavors, you get the sense to do bold things.**

Cut to the guy pulling out his crispy burrito then smiling at the girl. She smiles back.

The guy takes a bite of his crispy burrito, then he gives her a wink. She blows him a kiss.

The guy dips his crispy burrito in ranch, then pulls out his phone, hinting she should give him her number.

The girl looks over her shoulder and the back window rolls down. Her 2ft tall husband appears.

Husband: **What do you think you're doing with that TacoTime?**

The husband jumps out of the window into the guy's car. They fight over his crispy burrito.

End Card/VO: **With something unique in every meal, TacoTime is crafted For Bold Eaters.**

New Premises - For Bold Eaters

- 1) When you first try TacoTime, the bold flavors will shock you. A grandma has TacoTime for the first time, and begins to lift insanely heavy amounts of weight at a gym.
- 2) The flavors are so bold at TacoTime they'll knock your socks off. People in the restaurant, cars, parks, and once they take a bit of TacoTime, their socks go flying.

Thanks!