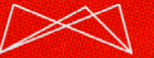


BACK  YARD
BURGERS™





LIFESTYLE
REEL >

DI ORDER THING
order-disruption.com

PRODUCT
REEL >

ORDER is made up of just the two of us, Matt Blackburn and Ehsan Abbasi. We're habitual makers and we love a good challenge. We are most at home making stuff that works hard to illuminate brands, products or social phenomenon in a memorable way.



WORK SAMPLES

Sub-Pop Films, Original Content, Digital Cinema Production, Medium Format Photography

<https://www.order-disruption.com/photography>
pw: order



YellaWood BACKYARD BETTER

By partnering DIYers and YellaWood we were able to mobilize the fight against boring backyards. We created a series of :15 second films that illustrated how simple life hacks could prevent foibles from harshing one's mellow. These film shorts drove folks to downloadable plans complete with step-by-step instructions and material checklists enabling DIYers of all skill levels to take these projects head-on.

Over **5 Million Impressions** reached within the first month on Facebook and Instagram

All-time **Most Viewed YellaWood video** on YouTube with 1,079,563+ views per video

40 Animated and Live Action Videos with 14 Story Lines, **Delivering 10x** the assets originally asked for by YellaWood

www.order-disruption.com/casestudy

WORK SAMPLES

Case Study, Advertising Campaign, Original Content



Main Deliverable Assets

DIY Hack Videos

Set Design, Physical Build

Still Photography

Additional Assets Created

Slice of Life Demo Videos

Promotional Teasers

Slice of Life Demo Videos

3D Simulation, Animation

Cinemagraphs/GIFs

Sketch/Process Videos

Sizzle Reel

Budget Range (Prod.)

\$350K - \$400K



YellaWood BACKYARD BETTER

Paid social Campaign Overview on Facebook, Instagram, Pinterest.

Objectives

Video Views
Traffic to Website
Plan Downloads

Target

Social media fans and followers, People in states where YellaWood is available, Homeowners and first time homebuyers, Interested in DIY, Ages 30 - 45, Male and female

Sample

Adirondack chair

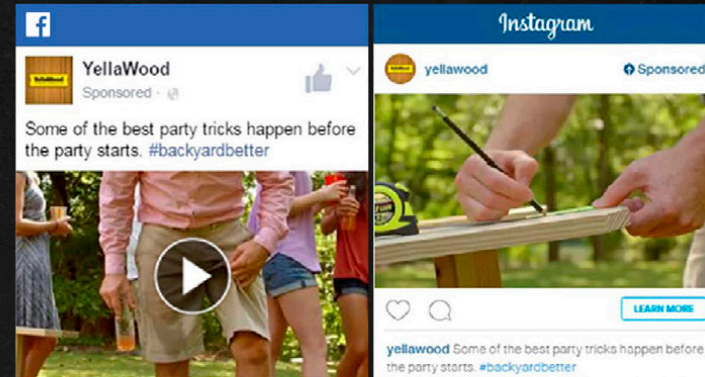
Timeframe/Run

Oct 16th - 22nd

www.order-disruption.com/casestudy

WORK SAMPLES

Case Study, Advertising Campaign, Original Content



Report (for 1 sample asset in 1 week)

559,524 video views
\$0.03 cost per view
1,873,236 impressions
683 link clicks
\$14,000 spent on FB and IG



Reebok HIIT TR

The HIIT, High Intensity Interval Training, community is fiercely tight-knit and as dedicated to training as they are to each other. When Reebok launched the first shoe specifically designed and engineered for the rigors of HIIT training, they knew they had one shot to present it in an authentic way or risk it not being accepted by the HIIT community. ORDER was tasked with showing the defining features of the new HIIT TR shoe through technically accurate choreographed moves. We wanted to ensure every detail felt familiar and resonated with the HIIT subculture from the look of the HIIT studio down to the nuanced individual differences in technique. Our execution delivered all of the above in a very dynamic way all while capturing a robust library of assets.

Over **120 Assets** including Animation and Live Action Videos, Still Photographs, GIF/Cinemagraphs, 3D Launch Zone Simulation, Product Turnaround and Design and IG Stories, Delivered

All shot in **2 Production days**

<http://bit.ly/2q14anA>

WORK SAMPLES

Case Study, Product Launch, Original Content



Main Deliverable Assets

A 30s Hero HD Video Spot in 10 variations/formats, Horizontal and Vertical

05 x IG Stories Videos

15 x Cinemagraphs/GIFs

72 x Still Photographs

Budget Range (Prod.)

\$200K - \$250K

Additional Assets Created

3 x Transparent Layered, Masked Videos with full editable project file

20 x Original SFX and Score

3D CGI Launch Zone

Hero and Cutdown Videos in 5K 5120x2700

Extra Stills, BTS Clips, FX/3D Animation, Product Turnaround and GIFs



CONCEPTS & IDEAS



Grilling out is a great American pastime. Not just the red white and blue, star spangled banner and baseball kind of pastime but an example of what really makes this country special. It's a pastime enjoyed across the diverse cultures that make this country awesome. Because special happens around the grill. It brings people together, friends, families and neighbors. This sense of togetherness and community provides an important sense of acceptance and security among other things that create a positive impact for people. We want to connect with those who love this pastime and let them know they always have a seat at our table.



Concept A
THE GRILLMASTER

There are universal truths to back yard grilling: Food tastes better simply because it touched the metal grate of the grill. The smell of food in the air brings people together. A fundamental contentment comes from simply being in the back yard. And there is power in wielding a spatula. The Grillmaster is a sage of backyard grilling wisdom who understands the mystical power of seared meat and how Back Yard Burger has captured it in restaurant form.



CONCEPT A
The Grillmaster



Film
CORN HOLE

A bean bag slowly and silently moves through the air, gently rotating as it soars in slow motion across a back yard (like the spinning bone from 2001). It lands on the corn hole board and slides between a couple of other bean bags then falls into the hole.

GRILLMASTER: Back yards. Where tossing a bean bag at a hole in a board becomes more intense than a heavyweight title fight.

The man who who threw the bean bag turns and stares his competitor dead in the eye, then lifts a juicy cheese burger too his mouth and takes a bite in an almost threatening manner.

GRILLMASTER: And meat on a bun is more delicious than the finest fine cuisine to ever cuisine. Because back yards!

Continued...



Film
CORN HOLE

The camera pulls back to show the whole backyard: grill, friends, cornhole game. The scene freezes. The camera pans over to reveal that we are inside a Backyard Burger restaurant and the scene is on an in-store poster.

GRILLMASTER: Lucky for you there's a backyard where the grill is always fired up and burgers are always juicy. Back Yard Burgers. The Grill Deal.

LOGO



CONCEPT A
The Grillmaster



**Radio
SMELL**

GRILLMASTER: You step outside and smell it on the wind. Your mouth waters. Your tum-tum grumbles. It's the smell of happiness. Someone else's happiness. What you smell is a back yard burger. In another's back yard. But despair not, friend. Because there's a back yard where everyone's always welcome and burgers are always on the grill. Back Yard Burgers. The Grill Deal.



CONCEPT A
The Grillmaster

HEADLINES

A back yard is a state of mind.

“Back yard” is just another way to say “happy place.”

It’s not just a name. It’s a philosophy.

From our grill to your tum-tum.



CONCEPT A
The Grillmaster



Concept B

FROM THE MOUTHS OF GRILLS

It's all about the grill. After all, there's no such thing as a back yard frying pan. It's the grill that makes both the back yard and Back Yard Burger magical. This direction is all about grills too – Grills of every shape and direction from every kind of back yard as they, in their own words, talk about what makes Back Yard Burger so great.



CONCEPT B

From the Mouths of Grills



Film TESTIMONIALS

OUTSIDE ON A WOODEN DECK, THE CAMERA IS LOCKED OFF ON AN OLD, DENTED CHARCOAL WEBER STYLE GRILL. THE TOUGH OLD GRILL BEGINS TO "SPEAK" ALTHOUGH ITS JUST A VOICE WE'RE HEARING. HE HAS A LOT OF ATTITUDE.

TOUGH GRILL: A grill either has it or it doesn't. Back Yard Burger? Nothing but respect.

CUT TO A SHINY, BRAND NEW, TOP-OF-THE LINE METALLIC PROPANE GRILL ON WELL-APPOINTED, OUTDOOR, STONE PATIO. IT SPEAKS IN CLIPPED, MATTER-OF-FACT MANNER.

HIGH TECH: They understand the fundamental science to grilling..

CUT TO AN OLD BARREL SMOKER SITTING OUT IN THE MIDDLE OF A PATCHY YARD. IT SPEAKS WITH A THICK SOUTHERN ACCENT.

Continued...



CONCEPT B
From the Mouths of Grills



Film
TESTIMONIALS

BARREL: Slap 'er down and grill 'er up. That's what I say.

CUT TO THE HIGH TECH GRILL MID-SENTENCE AS HE DRONES ON.

HIGH TECH: ...myoglobin oxidizes at 60 degrees Celsius...

CUT BACK TO THE TOUGH GRILL. IT'S ALMOST THREATENING IN IT'S VOICE.

TOUGH GRILL: It ain't easy being a grill. Gets hot in here. I'd like to see you try.

CUT TO THE HIGH TECH GRILL. IT IS STILL GOING ON ABOUT CHEMICAL REACTIONS IN THE MEAT.

HIGH TECH: Proteins and sugars break down, creating the Malliard reaction...

CUT TO AN OLD BARREL SMOKER

BARREL SMOKER: That ol' Back Yard Burgers Grill. Wooooo boy! I'm telling you!

CUT BACK TO THE TOUGH GRILL.

TOUGH GRILL: Skill recognizes Skill.

CUT TO THE HIGH TECH GRILL

HIGH TECH: They demonstrate their proficiency daily.

CUT TO A SHOT OF THE GRILL AT BACK YARD BURGER.

ANNCR: It's all about the grill at Back Yard Burgers.



HEADLINES

Grill marks are how a burger smiles.

Grill Baby, Grill.

Respect the grill

Mad skills on the grills.

Not just any clown can make a Back Yard Burger.



CONCEPT B
From the Mouths of Grills



Concept C
INSTANT BACKYARD

There's nothing like a Back Yard Burger. We're trying to recapture the taste and feel of those perfectly home-grilled, delicious burgers made by your old Uncle Bill or by that guy in college who never went to class because all he did was grill meat or by the man in the next tailgate over at the football game. And when you bite into a Back Yard Burger, you're transported back to those moments in those iconic back yards. Instantly.



CONCEPT C
Instant Backyard



Drive Through

A man pulls away from a Back Yard Burgers drive through in a sensible sedan. He can't wait to dig into his food, so at the traffic light, he pulls a burger from the bag and takes a bite. Instantly, his car is transformed into a riding mower. He doesn't notice. He just enjoys his burger. The light changes and he rides off.

SUPER: Back Yard Burgers. Back Yard Taste.

Booth

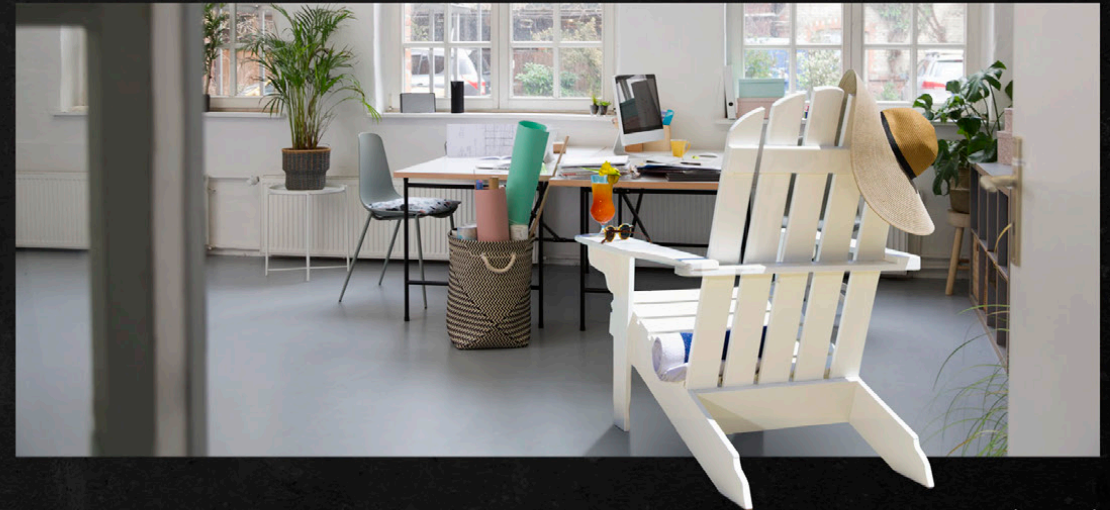
A family of four settles in a booth inside a Back Yard Burgers with Burgers, fries and drinks. The food looks amazing. As soon as they take their first bite, the booth transforms into a picnic table. They don't react. They just continue enjoying their food. A beanbag lands on a cornhole board next to them. Dad says, "Nice Shot."

SUPER: Back Yard Burgers. Back Yard Taste.

Office

A woman sits down at her desk in a corporate office with a bag from Back Yard Burgers. She takes out a burger to eat at her desk. The moment she takes a bite, her Aeron Chair changes into an Adirondack chair. She is completely relaxed and enjoying her lunch. A Frisbee lands on her desk.

SUPER: Back Yard Burgers. Back Yard Taste.



HEADLINES

Our back yard. Your burger.

If it's not in your backyard, it better be in a Back Yard Burger.

Just like Uncle Jimbo made.

Happiness, Grilled To Order.



CONCEPT C
Instant Backyard



Concept D
TASTE OF HOME

When it comes to backyard grilling everyone has their own nuanced approach that has become somewhat of a ritual. Always applying the dry seasoning in a certain order of following a coveted recipe that's been passed down through the family. All of these actions and ideals add to the the experience and translate into the unique flavor Back Yard Burger packs into every bite. This campaign highlights and celebrates these back yard grilling traditions to show the myriad of ways the grill can spread the love.



Film
FIRST GRILL

A YOUNG WOMAN, EARLY 20S STAND IN FRONT OF A VERY SMALL CHARCOAL GRILL ON AN APARTMENT PATIO. THE GRILL'S PACKAGING IS SET JUST OFF TO THE SIDE. THROUGH THE PATIO DOORS, YOU CAN SEE LOTS OF HALF-UNPACKED BOXES.

WOMAN: My dad says home is where the grill is. I'm an Army Brat. But it didn't matter where we went as long as Daddy was working the grill. The backyard, wherever it was, was our backyard, even when it wasn't really a backyard. (SHE GESTURES TO HER PATIO) His burgers tasted the same in Kansas or Japan. So first thing I did in my first apartment was fire up my first grill.

HER DAD COMES OUT ONTO THE PATIO. HE'S DRESSED CAUSALLY BUT METICULOUSLY AND IS SPORTING A MILITARY HAIRCUT. HE PUTS HIS ARM AROUND HIS DAUGHTER AND LOOKS AT THE LITTLE GRILL APPROVINGLY.

Continued...



Film
FIRST GRILL

DAD: Nice job, Lady Bug.

MATCH CUT FROM THE BURGERS ON THE GRILL TO BURGERS ON A BACK YARD BURGERS GRILL. THEN CUT TO SEE THE WOMAN AND HER FATHER ENJOYING BURGERS IN A BOOTH.

ANNCR: Back Yard Burgers. The secret ingredient is the taste of home.



Film
ASSISTANT GRILLMASTER

It's a beautiful day. A man stands over his grill, spatula in hand on the back deck. His buddy stands next to him. As the grillmaster diligently pays close attention to the burgers on the grill, flipping some burgers, plating some, putting cheese on others, his buddy speaks to camera.

BUDDY: I have a very important job. I'm essentially the assistant grillmaster. While John here mans the grill, takes orders from the guests, makes sure all the burgers come out perfectly, I stand here. (NODS TO HIMSELF) At my house, I work the grill and John stands here. We're best friends and this is a grill. It's what you do. (TO JOHN) Can I do anything?

MAN: No, I got it.

MATCH CUT FROM THE BURGERS ON THE GRILL TO BURGERS ON A BACK YARD BURGER GRILL. THEN CUT TO SEE THE TWO BEST FRIENDS ENJOYING BURGERS IN A BOOTH.

ANNCR: Back Yard Burgers. The secret ingredient is the taste of home.



HEADLINES

We take grilling seriously as you do. (Paired with a photo of someone in a ridiculous apron?)

The kind of burger that makes neighbors jealous.

Home is where the grill is.

Grill. Eat. Be Happy.

These lines from Grillmaster also work with this campaign:

A back yard is a state of mind.

“Back yard” is just another way to say “happy place.”

It’s not just a name. It’s a philosophy.



ACTIVATIONS & MEDIA TOOLS

Scratch and Sniff Tray Liners

We can bring the the sights and smells of the backyard to the store with these tray liners depicting the typical back yard scenery – rosemary bushes, fresh cut grass, dandelions, etc. And since all the images would be scratch and sniff, they would provide aromas to go with the visuals. All this in addition to the burger’s smell itself.

Cornhole

Incorporate the ultimate backyard game into the store, either as miniature table-top game versions or as covers for the garbage cans.

Solo Cups

In the backyard, you drink your beverage of choice from a classic red solo cup. We could print our own cups to reproduce the iconic look of the solo cup to add to the Backyard feel.

Backyard Scene

In each restaurant, we would create back yard scenes complete with a back yard back drop and field turf where people could take pictures with ...their friends of their #BackyardGathering.

Togetherness Promotions

Nothing brings people together like a burger in the back yard. So we'll offer promotions to encourage togetherness. "Bring in your 'crazy' uncle and get free fries." "Reunite with your high school friends and get 2 for 1 burgers."

Back Yard Everywhere

We'll transform random locations into Back Yards and then serve Back Yard Burgers. A corporate office become a backyard with turf, corn hole, hammocks and lounge chairs. A city sidewalk, a beach or a school cafeteria could all become a back yard. We could film the transformation and create compelling content.

World Burger Championships

At World Burger Championship events, we would interview participants about their grilling philosophy and their secrets to making a great burger. Whether it's the Grillmaster interviewing them, a talking grill or just people waxing poetic about their personal philosophy, a la the Taste of Home, it's an ideal opportunity to show how serious Back Yard Burger is about serious burgers.



IN-GAME PROMOTIONS

Sponsor will receive title sponsorship of a customizable between-inning in-game promotion during each Sounds home game (70 scheduled home games per year) during the season.

It will be presented as featured entertainment for fans as teams change sides at some point during the game.

Possibilities may include, but are not limited to:

- the "Air Guitar Cam"
- the "Smile Cam"
- the "Country Legends Race" etc.

Each sponsor in-game promotion will include Sixty (60) seconds for the in-game promotion, including opening and closing P.A. high and video screen logo presence, and banner style sponsor inclusion on the video screen during the promotion.

[CLICK HERE TO SEE THE LEGENDS RACE](#)

Nashville Sounds Partnership Opportunities

- Ballpark Signage
- Promotions
- Giveaways
- Radio Packages
- Print Advertisements
- Social Media Promo

4-week lead time

Single in-game activation \$1,000

Average 8,500 fans per game

AD SOLUTIONS SMALL BUSINESS INSIGHTS

SOLUTIONS

Audio

Sequential Audio Platform-Specific Audio

Audio Everywhere Dynamic Audio

Pandora Ad Solutions

Target by

- Age
- Gender
- Ethnicity
- County
- DMA (Designated Market Area)
- MSA (Metropolitan Statistical Area)

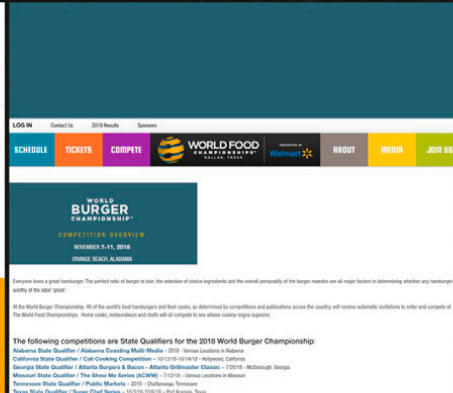
Minimum of \$5,000 over 30 - 60 days

ACTIVATIONS & MEDIA TOOLS

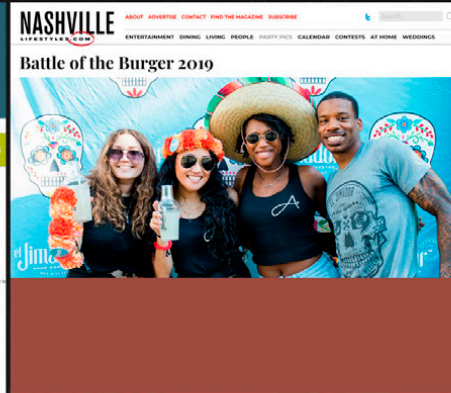




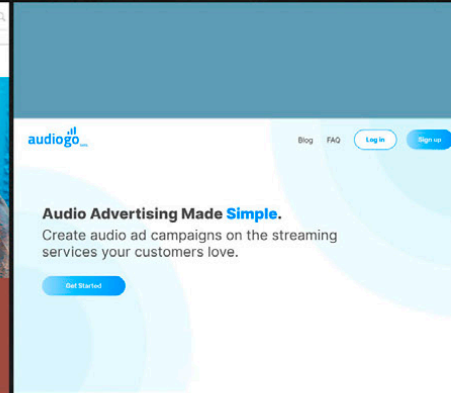
James Beard Foundation
Blended Burger Project



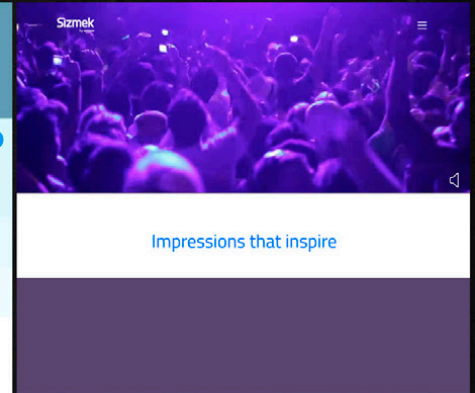
World Food Championships
World Burger Championship



Nashville Lifestyles
Battle of the Burger 2019



AudioGO
Audio Ads Schedule/Run



Sizmek by Amazon
The Largest Independent
Buy-Side Ad Platform



R&D PROCESS

Menu Back Yard Classic Burger



A classic burger just like dad used to make. That is, if your dad was a crowd-pleasing grillmaster who used Black Angus beef topped with garden-fresh lettuce, lush tomatoes and crunchy dill pickles.

Visual Style Window Clings and Posters

**IT MIGHT
CONVERT YOU**

**WILD TURKEY
BURGER**

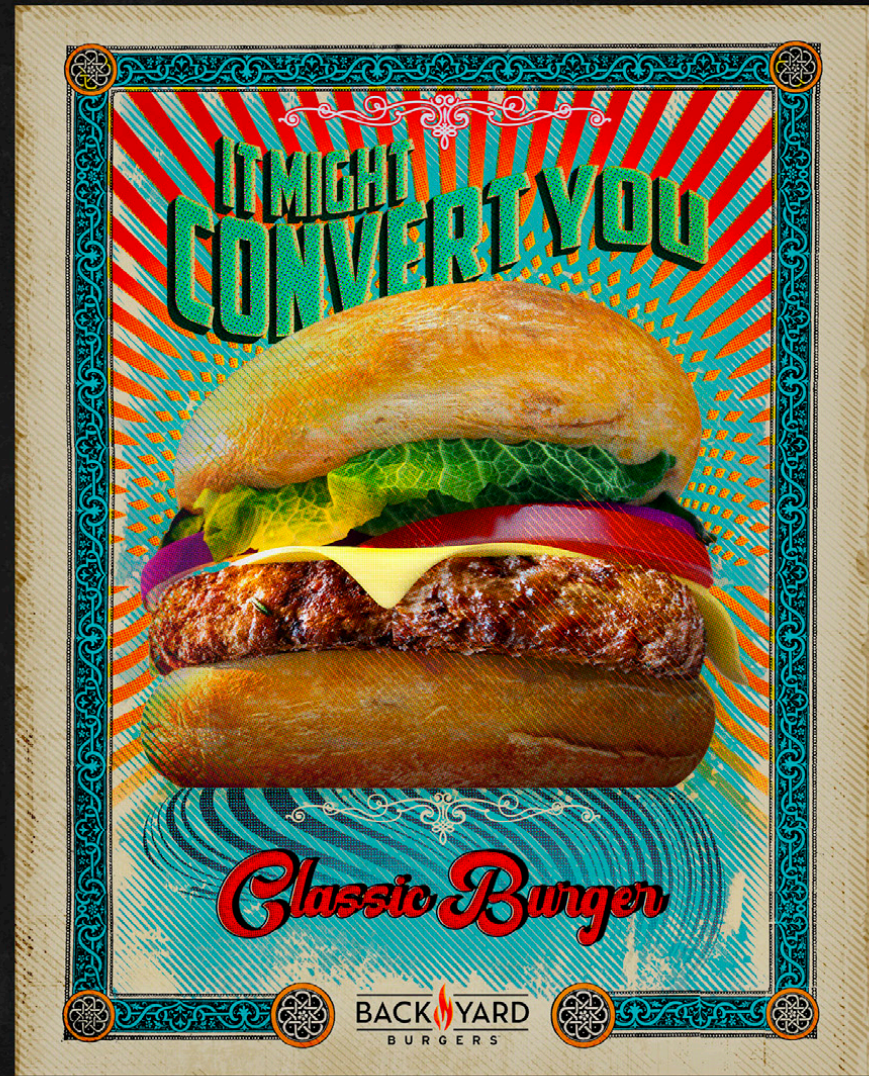
**BACKYARD
BURGERS**

***HOW**

THE GRILLMASTER

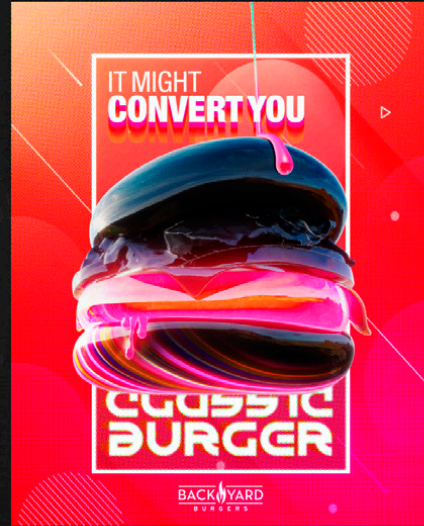
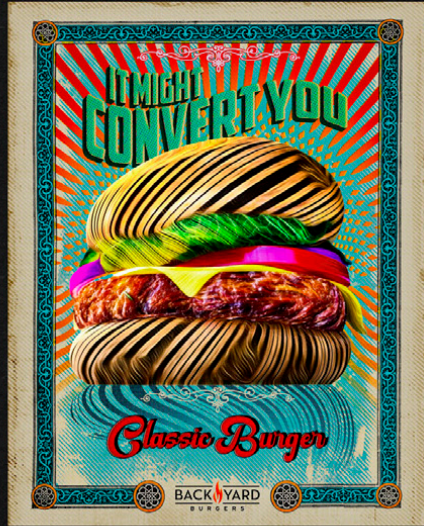
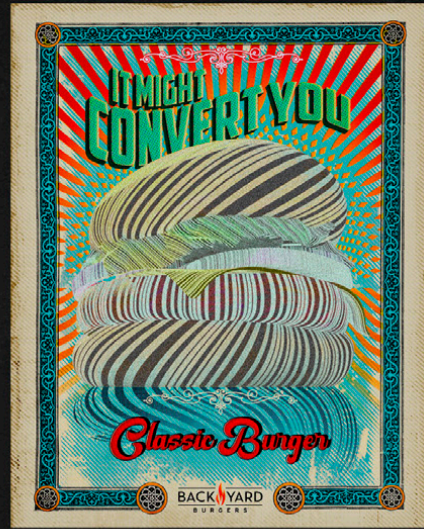
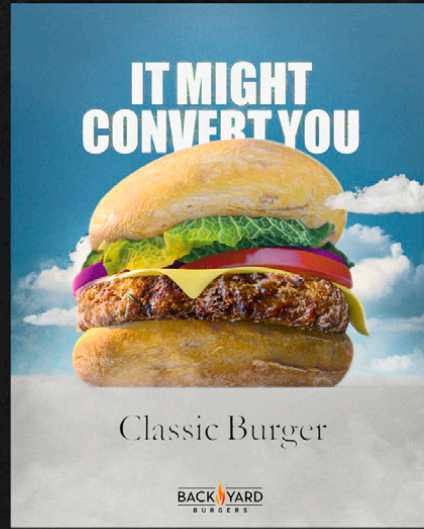
LET THE MEAT SPEAK FOR ITSELF





VISUAL STYLES

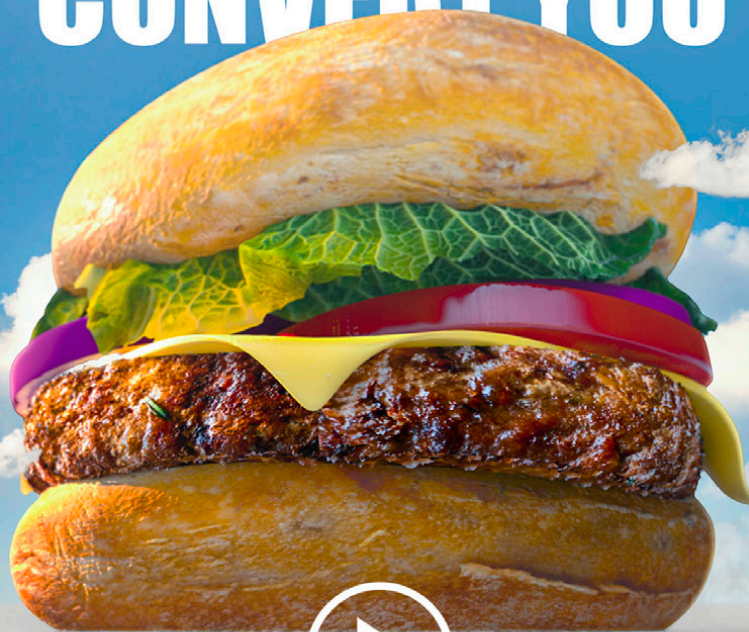




VISUAL STYLES



IT MIGHT CONVERT YOU



VISUAL STYLES

R&D Process, VFX Breakdown





VISUAL STYLES

R&D Process, VFX Breakdown



R&D Process 3D SIMULATION

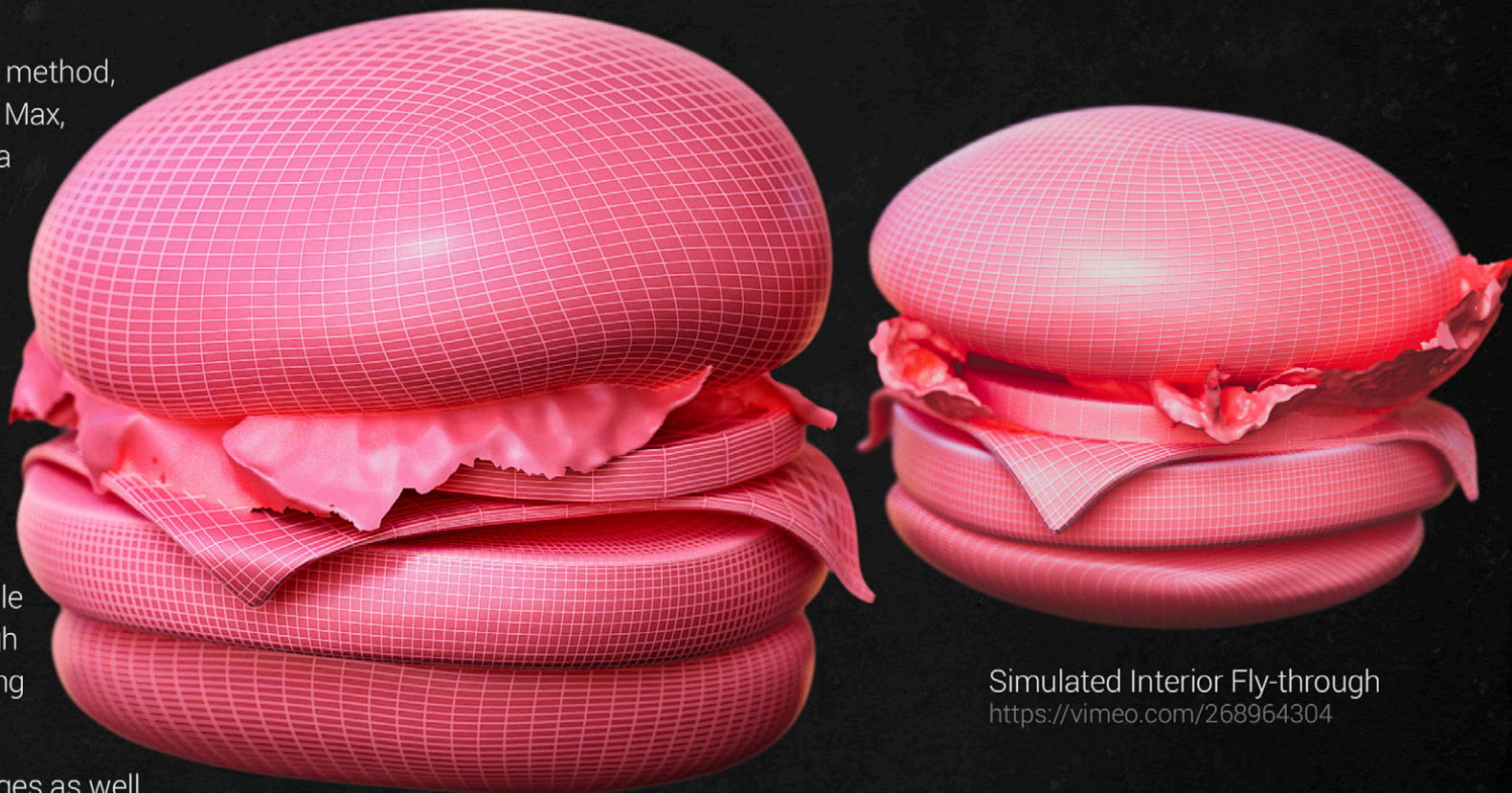
The most accurate planning and preparation method, using Physically Based Rendering in V-ray, 3Ds Max, to simulate the product, environment, camera angles and movements, blocking, mise en scene, decoupage and lighting.

Modeling the products for shooting plan and future customization, using high poly 3D scan in Meshroom and Max.

Pre-visualization based on the time of the day on the shoot date, weather forecast, camera sensor, lens focal length and aperture.

Efficiency in equipment and support costs while minimizing the element of surprise on set through clear communication. And subsequently, lowering the potential need for reshoot.

Extreme flexibility in post-production for changes as well as possibilities for re-generating more assets for future content.



Simulated Interior Fly-through
<https://vimeo.com/268964304>

VISUAL STYLES

R&D Process, VFX Breakdown



R&D Process LEVEL OF DETAILS

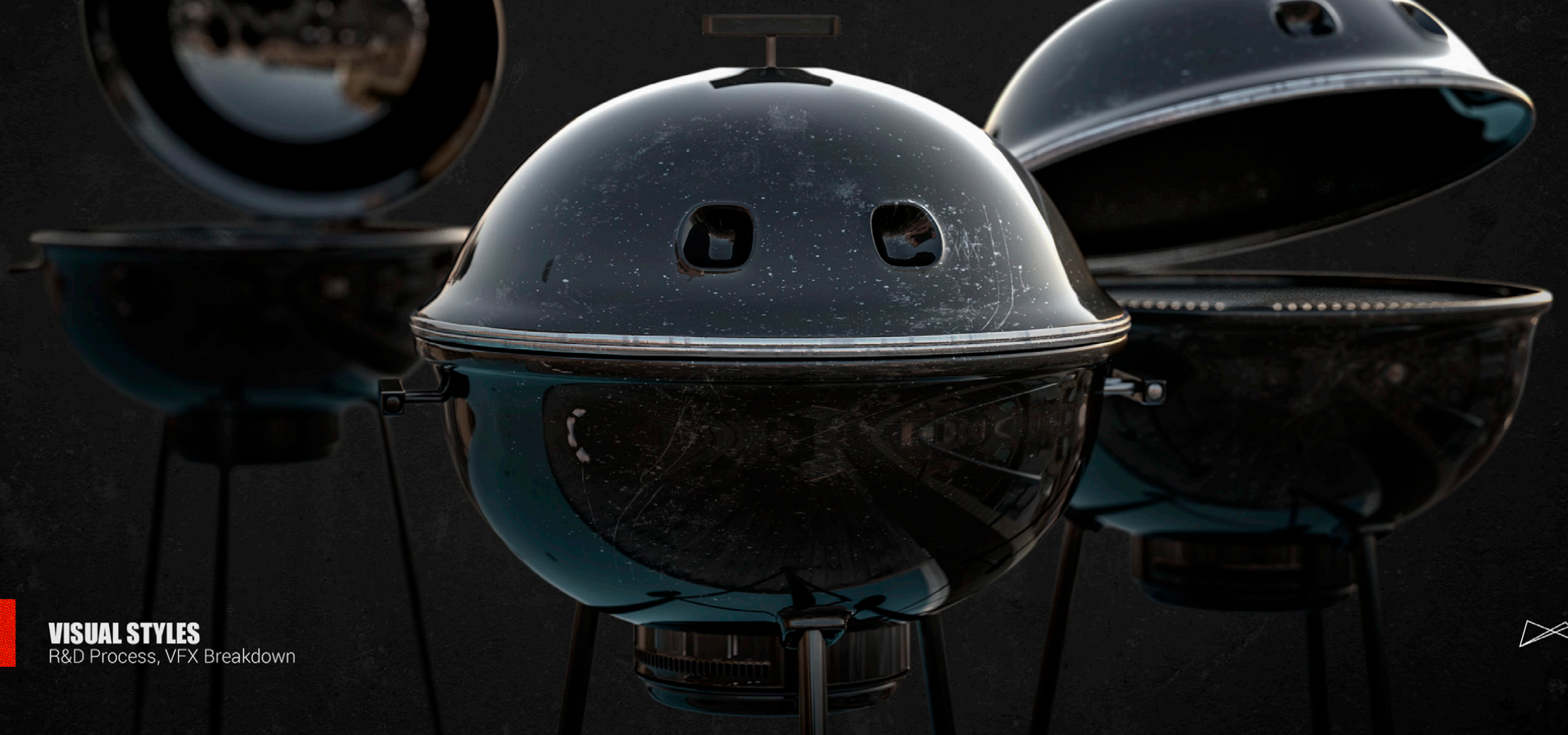
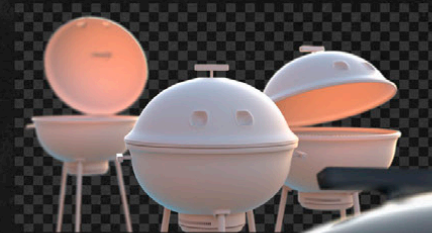
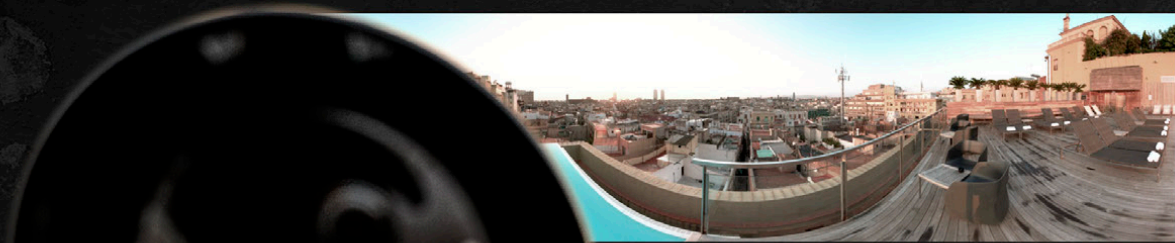
Product	Classic Burger
Type	3Ds Max Poly
PBR	V-ray Adv Renderer
Lighting	Environment High Dynamic Range Image 1 x Arri SkyPanel S30c Back Key Light
Camera	Hasselblad H6D-50c
Sensor	56mm Medium Format
Lens	75mm Macro f/3.5 - 6



VISUAL STYLES

R&D Process, VFX Breakdown





VISUAL STYLES

R&D Process, VFX Breakdown



