

JESSE TYLER FERGUSON / OCEAN SPRAY
"BETTER TOGETHER"
SOCIAL MEDIA VIDEOS

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I. SIZZLE REEL INTRODUCTION

JESSE speaking to camera, walking into his beautifully decorated kitchen, holding a cocktail.

JESSE

Guys, can we take a second and cheers to being Better Together? Anywhere you find people together having a great time, you'll find some form of Cranberries. It's the secret ingredient to a great time. So I'm happy to partner with Ocean Spray to share some of my favorite recipes this holiday season. Cheers!

// OR //

JESSE

So many things are better together. Me and SPF. Smoke and Mirrors. Kissing and Telling.

(then)

Well, that last one's debatable. [ALT: Wine and Cheese. Salt and Pepper. Salt-N-Peppa. The list goes on.]

(shakes it off)

Togetherness is more important than ever this holiday season, and nothing brings loved ones together like great food. Cheers, *Ocean Spray* - here's to being "better together"... Together, with... me.

(awkwardly)

// OR //

JESSE

Guys, it's been a hot minute since we've been together with our friends and family -- and Lord knows we are all *hashtag Better Together*. BUT - I'm happy to announce that our long nightmare is finally over thanks to... cranberries.

(then)

But for real - I'm delighted to partner with *Ocean Spray*.

(MORE)

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JESSE (CONT'D)

The truth is: great food brings people together, which we need more than ever right now. So let's cheers to being *better together!*

II. PARTNERSHIP ANNOUNCEMENT FOR SOCIAL

JESSE speaking to camera, standing in kitchen, donning an APRON, wielding COOKING UTENSILS.

JESSE

Hi, I'm Jesse Tyler Ferguson. I'm known to dabble in the kitchen, and- (looking off camera, sarcastically) Wait, "dabble in the kitchen?" who wrote this? I mean, come on, I'm wearing an apron, I wrote a cookbook, what more do you want people?!

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HARD CUT TO:

JESSE

Hi, I'm world-class celebrity chef Jesse Tyler Ferguson. (then) I love cooking - because I'm great at it! Bringing different flavors together in the kitchen ultimately brings people together. So, I'm inviting Ocean Spray into my kitchen, as I reach into my recipe box and share a few of my faves this holiday season - I hope you'll join us.

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CAMERA OPERATOR

Great job, Jes--

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Jesse shoots an evil eye to the camera person.

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CAMERA OPERATOR

CHEF Jesse.

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III. TIKTOK POST**SETUP:**

Jesse steps outside of his comfort zone and tries to keep up with some of the latest TikTok-inspired social media trends in an effort to spread his love for Ocean Spray cranberry products.

CONCEPT OPTIONS:

A) **Wired Microphone:** *"I'm holding this wired microphone from 1994 to my mouth -- even though every job I've had in my career required me to hide the microphone on my body -- so this is very unnatural for me -- to tell you that I'm cool and about to reveal some prolific truth in a casual manner -- and that's that Craisins Dried Cranberries are amazing -- and even though that wasn't prolific, I'm holding a microphone so it sounds more important than it actually was."*

B) **Crate Challenge:** Fashioned after the trend of climbing a up precarious set of "stairs" made of milk crates, Jesse approaches Ocean Spray cranberry crates stacked in the same way. He dances his way to the top with an irreverent showtune-style music. Or maybe he just outright refuses.

C) **Nobody's Gonna Know:** This plays off the trend of doing something sneaky while an audio track of a woman repeatedly saying "nobody's gonna know" plays. Jesse can be seen sneaking into the cabinet and grabbing a handful of Craisins and putting the bag back.

D) **Talking to Self:** This mimics the trend of highlighting some sort of injustice via a single person playing two different sides of a conversation. The conversation can be Jesse playing two snarky family members at Thanksgiving debating if the jellied cranberry sauce should be placed on the table sliced, or in its original can formation.

E) **ASMR:** Jesse sensually whispers into microphone: *"I'm always told I have a dry personality. So it's no surprise I like dried foods. Like Craisins. They... excite my salivary glands. I want you to experience this with me."* He begins eating Craisins as we hear his mouth noises in ultra HD sound.

F) **Tell Me Without Telling Me: Text:** "Tell someone you love them but they can't really cook" **Video:** Jesse is on the phone speaking to a friend. "Hey Jackie, I want to invite you to our Holiday Potluck... I'm thinking you can bring the Ocean Spray Cranberry Sauce?"

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IV. #BETTERTOGETHER INTROS AND OUTTROS

INTROS:

JESSE

Welcome to my home kitchen, which is not production studio in downtown LA. Life is Better Together, so let's get cooking.

JESSE

(gulping a Vodka-Cran)
Step one to cooking for company is to--
(takes another gulp)
--take the edge off cooking for company. Life is better together but we all have our limits - right people?

JESSE

Cranberries always bring people together: Cranberry sauce at Thanksgiving. Craisins while watching a movie. And a couple Vodka Crans can even bring in-laws together. Join me for some of my favorite holiday recipes.

JESSE

A lot of people ask me what my secret ingredient to cooking is. It's Alise, the food stylist I met a couple hours ago. My other secret is a great recipe that brings people together. Let's jump right in.

OUTROS:

JESSE

Voila! And that's how you take all the nuance and refinement that a great chef takes *decades* to perfect and throw it out the window for a quick social media video.

JESSE

I hope you use this recipe to bring your loved ones together this holiday season.

JESSE

Happy Holidays - and especially when you're doing dishes, remember: life is better together.

JESSE

Life is better together. But bringing out desert is a great way to tell people to leave. Thank me later. Happy Holidays everyone.

V. RECIPE VIDEOS

A) TAMALES

JESSE

Let's play *word association*. I'm gonna say a word, and then, you know how this works. Okay:
TAMALES.

(a beat, then)

CRANBERRIES, right?! See, we always have that connection, you and I.

VOICEOVER:

This is my absolute favorite dish. It's unexpected, brings people together, and most importantly for you: it reminds me of growing up in New Mexico.

First, the Braise Pork: Heat the oil in a dutch oven. Add onion, salt, and a bit of black pepper. Cook about 5 minutes until tender.

Add the chicken broth, guajillo, ancho, pasilla chiles, and Craisins - shoutout **Ocean Spray!** - and bring to a boil.

Remove from heat, cover, let sit until the chiles are soft. Pour into a blender with cumin, oregano, garlic, two teaspoons salt, and more black pepper. Hit "puree."

Be careful, the liquid is hot! Leave the blender lid slightly open to let steam out and slowly increase the speed so hot liquid doesn't shoot out.

Pour back into the Dutch Oven, add the pork and bay leaves. Cover, bring to boil, then reduce to simmer and cook covered until tender.

Soak the corn husks in a bowl of hot water. Discard the bay leaves from the pork. Find someone who likes tasks to shred the pork and add some apple cider vinegar.

For the dough, beat the lard, baking powder, chile powder, and salt in a bowl with a mixer until smooth. Add the masa harina.

Add chicken broth and mix. Pat the husks dry. Put 3 tablespoons of dough in the husk, and 2 tablespoons of pork. Fold in the sides, and fold up the narrow end.

Pop in a steamer basket and arrange like this. Cover and steam for 45 minutes. Remove and wait to cool before unwrapping.

And that's it. These are next level. Cranberry Red Chile Pork Tamales.

B) PUMPKIN POLENTA

JESSE

I'm not sure what the difference is between *Polenta*, *Grits*, and *Cornmeal* except *Polenta* is on our a shortlist of baby names. Why? This recipe.

VOICEOVER:

Creamy Pumpkin Sage Polenta.

The first step to cooking this is to buy some extra sage and burn it while waving it around your home. When your Sig-O asks what you're doing, mumble something about clearing out bad *juju*. While they're wondering if they did something to piss you off, retreat to the kitchen and combine Ocean Spray Craisins and Orange Juice in a saucepan.

Fun Fact: The word "Craisins" is a "portmanteau" which is a word made by combining two other words: *Craisins* is *Cranberries* and *Raisins* (because they are dried like raisins). Other examples of portmanteaus are *Spork* - *Spoon* and *Fork*. And *Brunch* - *Bribe* and *Punch*.

In a medium pan: water, coconut milk, and polenta. Boil, reduce to low, and keep stirring. Add pumpkin. Kids, plain Pumpkin is the new Pumpkin Spice.

It will thicken. Season with salt and white pepper.

Add some sage leaves to hot oil for 3 minutes until crisp.

Divvy it up, top with Cranberry sauce and some Sage leaves. This is a warm hug in a bowl.

C) CRANBERRY COBBLER

JESSE

I get why a *Crisp* is called a *Crisp*, and I get why a *Crumble* is called a *Crumble*, but I don't get why a *Cobbler* is called a *Cobbler*.

(to camera operator)

Isn't that someone that fixes shoes?

We tilt down to reveal Jesse is cooking in BRITNEY SPEARS SLIPPERS (or similar).

JESSE

No don't get those! Ugh, I brought that on myself.

VOICEOVER:

It's true that life is Better Together. That said, bringing out dessert is a great way to tell people to leave.

Cobbler with Ocean Spray Cranberries.

In a saucepan: Ocean Spray Cranberries. Canned whole berry sauce. Water. Sugar. Simmer until the cranberries burst, which is exciting. Mix. Cool, and stir in some lemon zest. Pour in baking dish.

Biscuit topping is next. Oven at 375. Mix Flour, sugar, baking powder, salt. Cut the butter into the mixture. Stir the cream and vanilla extract. Pour over flower mixture. Scoop out biscuits. Flatten slightly. Place on top of the cranberries. Repeat until you cover all the filling. Heavy whipping cream on top, sprinkle with sugar and pixie dust.

Bake until bubbling and golden brown. Cool for about 10 minutes and pile on some whipped cream or vanilla ice cream.

The only thing better than the smell in your home is the taste. If I drive by your place and smell this I'm coming in. Anyway - Enjoy!

VI. INTERVIEW QUESTIONS

What makes cranberries so great in the kitchen?

What's your secret to entertaining guests?

Tell me about your kitchen blunders (giblets in turkey).

What an unusual holiday tradition you have?

Talk a little about why life is Better Together.

What's your earliest holiday memory?

Tell me about a family member's memorable recipe.

VII. ALTERNATE RECIPE CONCEPTS

A) MEET YOUR NEIGHBOR (POLENTA)

In the spirit of Better Together, Jesse takes his Pumpkin Sage Polenta and carries it next door to meet his neighbor(s) for the first time (this is pre-planned or we simply use a crew member).

This can go a bunch of funny ways... for example, he socially-distanced-yells the recipe while holding in the driveway, asking the neighbor if she wants it.

Or, nobody's home. He sits on their porch and eats it himself, describing the ingredients in the process. The neighbor speaks to him through the doorbell.

Or, he invites a neighbor into his kitchen and does an awkward interview.

Or, he FaceTimes his neighbor after googling their phone number, introduces himself, and describes the dish.

B) HOLIDAY DELIVERIES (COBBLER)

A popular trend in the past year is to deliver homemade food to your friends and family. It's a great way to show appreciation and pay the #BetterTogether vibe forward.

Jesse shows you how to box up the Cobbler (it travels well!) while describing the recipe in the process. We watch him put cute bows on boxes, write cards, and give tips on how to make receiving this mouth-watering holiday treat the highlight of the season -- while also subtly showing-off your prowess in the kitchen!