

# Memories Molded to Last

## Execution 2

### Insight

The GB is a classic part of Easter, but it can feel easy to overlook how much things have changed over the years.

### Idea

Show how things have changed and stayed the same from a new angle. And how the GB is the central connecting line through the eras.

### Execution

Open with a closeup of liquid chocolate being poured into a bunny mold.

Pull back to reveal a 50's style kitchen with the Lindt Master Chocolatier molding the bunny. Which then gets placed on someone's dining room table.

Soft VO: "Traditions may change..."

The same table stays center frame as everything around it shifts decade by decade:

- 60s: Floral wallpaper, Pyrex, kids in Easter best
- 80s: Loud colors, big hair, camcorder footage vibes
- 2000s: Polaroid cameras, jelly bean overload
- 2020s: Minimalist table, mixed generations, pastel tones

The bunny is always center, gleaming, and present.

Then we come full circle to a modern Lindt kitchen where the Master Chocolatier gently ties the red ribbon onto a freshly molded bunny

A small child peeks up over the kitchen workspace, eyes wide with wonder

Soft VO: "...but some are timeless"

End with a close-up on the Gold Bunny on a beautiful modern Easter table.