

A **ROOM** with a view of the future

23
AUG
2013

Food Outdoors

Eating outdoors, barbecues and picnics is nothing new, but over the past 2 or 3 years advertising has focused on the connection between dining outdoors and family and friendship. The range of dining outdoors featured in ads goes from large family groups in vast backyards, couples on a roof terrace to macro shots and details of food.

Retail brands are pushing the simplicity of their ready to eat food with ads showing families enjoying the outdoors despite the weather.

TV cookery shows are reporting the rising trend in street food and artisan markets. Cultural and local food and produce is still a big push in advertising, as is the rise in home cooking.

1 Kingsford Charcoal

As with many of the ads featured, the food and cooking are only part of the story. In this Kingsford ad the focus is very much on slowing down and taking time to savor the important moments in life.

The ad intercuts between wide shots of people playing in a garden, observed shots of laughter, to macro shots of the charcoal, flames, food cooking and drink cans being opened.

All the icons of summer are here, a father swinging his kid by the arms, watering the lawn to playing lawn games.

The grilling and product itself comes right at the end, the big message is people connecting and enjoying the simple pleasures in life

Visit Site: [AdsOfTheWorld.com/Kingsford](https://www.AdsOfTheWorld.com/Kingsford)



Credits: DDB, San Francisco, USA and Kingsford

2 ESPN and Kingsford

In another ad from Kingsford Charcoal, they specifically targeted the Hispanic market and sports fans during the soccer world cup. This TV campaign focuses on family coming together, but makes more of the cultural food and makes use of color. The sports element supports the idea of people coming together to celebrate

The most notable element of the ad is the use of eye-catching color. There is richness and diversity to the choice of colors, from the opening shot of the food on the grill to the clothing the party guests wear, to the objects like cups and plates

The color supports the energy and excitement of the people

See the Video: [ESPN and Kingsford](#)



Credit: Alma DDB, San Francisco, USA, Kingsford

3 Marks and Spencer – Make today Delicious

Marks and Spencer's UK Barbecue and Picnic ads focus on details and simple pleasures.

'BBQ' features a couple barbecuing a range of foods that are diverse, and not typically on the average menu. The ad intercuts between close-ups of mouth-watering food grilling, to a woman sampling food and probably most importantly details of contact between the couple like the woman placing her hand on the man's waist. Again the idea of human connection carries through.

The ad offers a twist at the end where we discover they are on a roof terrace against a city skyline, supporting the idea that eating outdoors can be anywhere at any time.

'Picnic' is similar in style, scenes of food being unwrapped and eaten, shots of kids playing, to a close-up of a man's hand gently squeezing the woman's upper arm. The most notable thing in this ad is the rainy weather, but the mood is upbeat and the picnic enjoyed nonetheless. The couple are rewarded as the sun comes out at the end. The focus is firmly on people and family once again.

See Ad 1: [M&S BBQ](#)

See Ad 2: [M&S Picnic](#)



Agency RKCR/Y&R for Marks and Spencer

4 Waitrose – Everyone Deserves Quality Food

This Waitrose ad is from 2008, and whilst it plays with the idea of a simple picnic by making it a huge group affair it's message is just as relevant, if not more so in 2013.

The 'community' or 'food for everyone' spirit of the ad is prevalent in today's society with community street food parties. The message of quality can be seen with the rise of locally produced food at street food and artisan markets. It's a message that advertising persists with as we see more and more ads focusing on coming together to celebrate the joy of food and connect with people

See the Ad: [Waitrose](#)



5 Sunlight Detergent and STIHL. BBQs, no people

This might not be so strong on realism, but Sunlight cleverly tie their brand name to the summer season, taking an everyday thing and building out an eye catching idea. It's a good example of how simple shots can be built around a setting and scenario and allude to people.

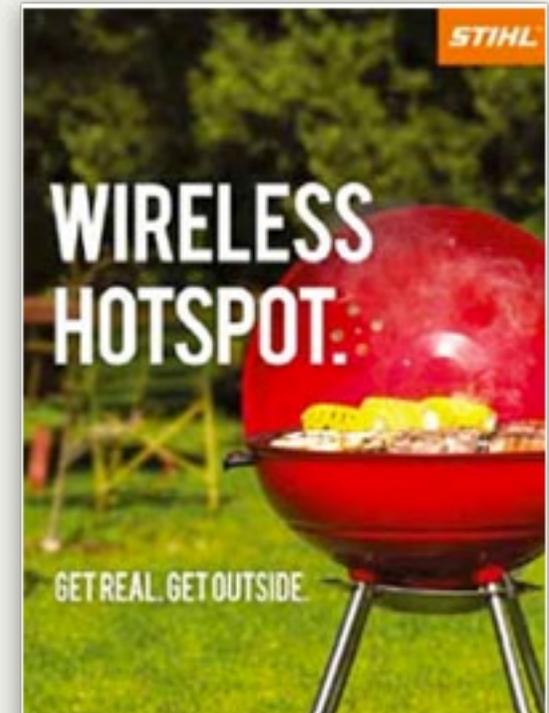
In 2011 manufacturer of outdoor and garden tools, STIHL did a series of ads pushing the value of being outdoors with the tagline 'Get real. Get outdoors'. Each ad's copy features an internet or digital related theme and is accompanied by an image to support it. The 'Wireless Hotspot' copy is backed up with a shot of a colorful barbeque grilling corn. Notice the strong use of color, the red against the green really stands out, and the background is uncluttered, appealing and could be anywhere.

Both ads show the value to advertisers of images that allude to the presence of people, either having been there or about to arrive.

See Ad 1: [STIHL Sunlight](#)
See Ad 2: [STIHL Wireless](#)



Sunlight - Lowe Bull JHB



*STIHL - WhybinTBWATequila,
Melbourne, Australia*



Summary

This week's top 5 shows us that eating outdoors is as popular as ever. Advertising has got the sentiment spot on. Here's some top tips to shooting eating outdoors:

- Keep the images bright and avoid hard shadows
- Don't just focus on the food moments, make people the subject
- What sort of images does the outdoor areas you have access to suggest? An appealing environment you could go wide, less appealing, stick to the macro, details shots.
- If you only have a couple of friends with you, keep the focus on portraits and laughter. If you have a group of people make the most of the diversity
- Use colorful food and clothing
- Use a range of foods. Whilst traditional BBQ fair like burgers and picnic food such as sandwiches are good in shots, they need to be well prepared and appealing. Mix it up a bit and add some different types of food, local and cultural.
- Remember the message is BBQs and eating outdoors can be enjoyed by anyone, so variety in food and people will make your images all the more appealing to clients

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