

Storyboard



Shot 1: Changes in logos of different colors.



Shot 2: Fruits and vegetables running out of the bucket.



Shot 3: People coming and going in the supermarket.



Shot 4: People talking about the flaws of the food.



Shot 5: The potato comes out and starts to talk about being often disliked by customers.



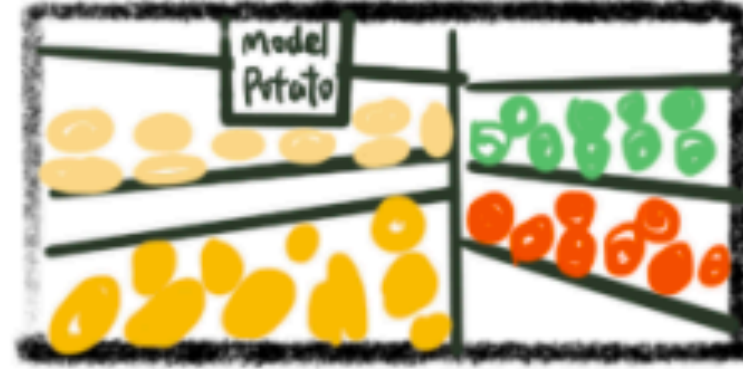
Shot 6: A customer picks it up and puts it back after finding it has sprouted.



Shot 7: Shows the details of the potatoes.



Shot 8: Explains the knowledge of how to determine whether potatoes are inedible.



Shot 9: A contrast between regular potatoes and packaged potatoes.



Shot 10: Apple tells the knowledge that it is still edible.



Shot 11: A woman bought the sprouted potato.



Shot 12: Potato felt extremely happy because it had been bought.

The promotional short film, through the first-person narrative of the potato, showcases its experience of being misunderstood and discarded due to its 'sprouting'. It is not merely a story, but a form of communication: using emotional narration to break the silent label of food and evoke the audience's empathy and reflection. The short film intersperses some small tips on how to determine if potatoes are safe to eat, gently questioning the consumption standards we take for granted. It is the visual expression of the brand concept of 'Please Eat Me', and also an attempt by me to establish a connection with the public.





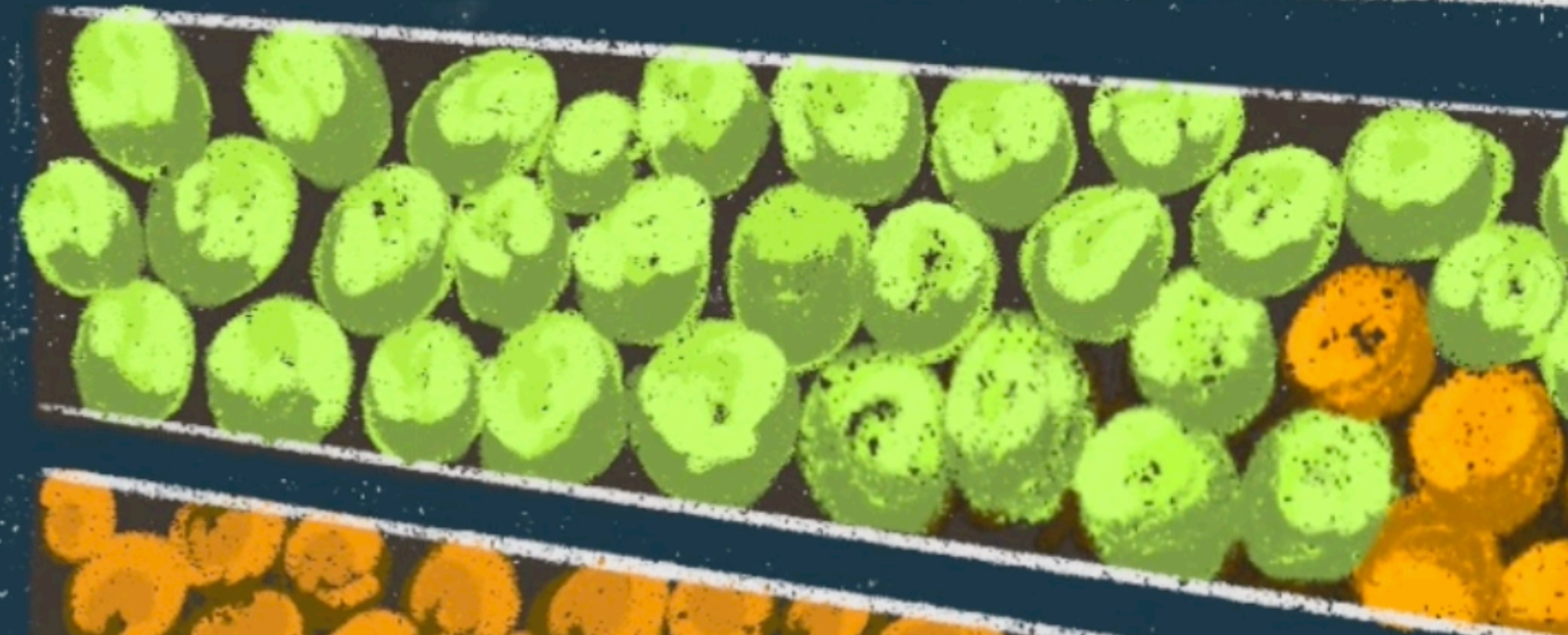
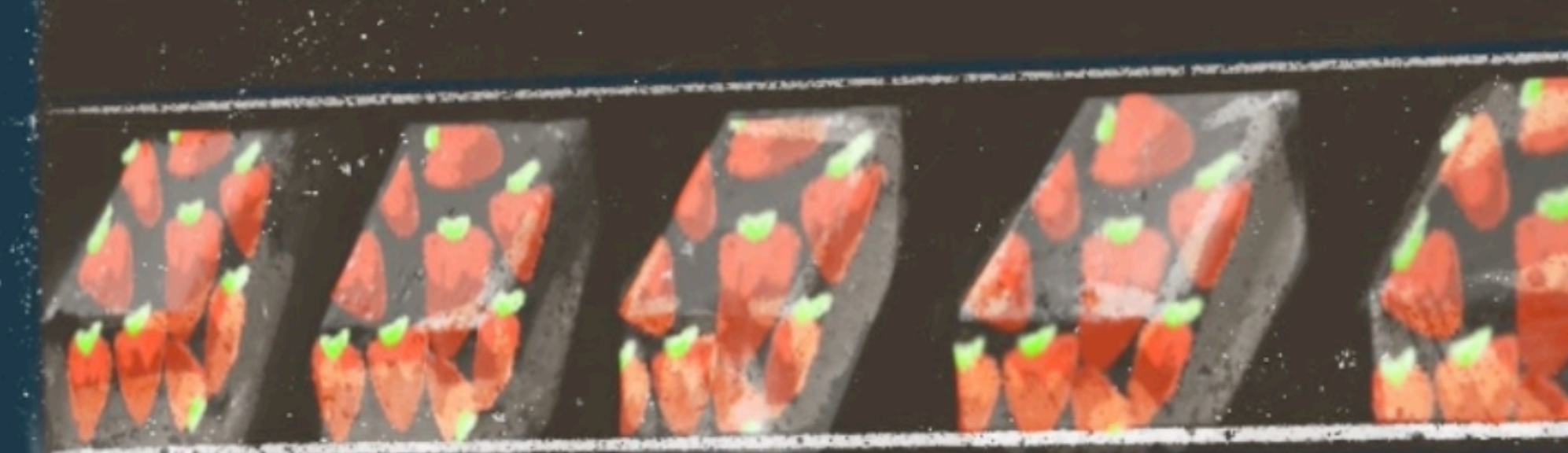
everyday the same drama plays out



This has sported.



as long as I dig out the sprouts and remove the green parts



look at them, they're bright and shiny with exquisite packaging



as if we could only making a living by our looks



anyway I'm on the table

I may not win a beauty contest, but I'll win your heart.

-Branding Slogan