

Film Guidelines

Looma exists to connect shoppers to the people and stories behind their products and promote responsible purchasing behaviors.

Our films are not traditional ads — they are stories about people who love what they do; about origins, places, and impact on the community. They feature a human protagonist, tell a story, and don't make an overt sales push.

As our network of in-store tablets has grown, our data models have taught us a good bit about what makes for a good story — especially in the unique grocery theatre. Our films are made by artists within our Filmmaker Network who are trained in our proprietary data-driven storytelling process to craft and optimize films that succeed in-store.

Our best performing films **01.** establish an emotional connection, and **02.** communicate a simple repeatable differentiator.

01. CREATING AN EMOTIONAL CONNECTION

Humanity and warmth trump slogans and scripts. The best protagonists are those who:

- Love what they do ▶ [A DREAM COME REALITÉ](#)
- Burst with charisma ▶ [A RAY OF SUNSHINE](#)
- Embody your story ▶ [FAMILY](#)
- Are memorable or unexpected ▶ [A GREAT EFFORT](#)
- Stand out ▶ [NO DA RUN CLUB](#)

02. PROVIDING A DIFFERENTIATOR

- **Simplicity is key.** Pick a single key message and focus on nothing else.
- **It should be unique.** If a competitor can lay claim to the same differentiator, you'll need a particularly calcified protagonist.
- **Show it.** Avoid expected b-roll (e.g. vineyard aerials, cheersing) in favor of active footage that advance your story and values.
- See our Film Inspiration Guide for more on differentiators and

DATA-DRIVEN CREATIVE

Our proprietary algorithm Film Score™ tracks dozens of film variables, which roll up into four Story Pillars™, enabling us to predict performance and nimbly optimize films before they go live.

Message: High-performing messages are simple in nature and authentic in delivery. ▶ [THE BEER OF BOURBON COUNTRY](#)

Protagonist: While there is no formula for a great protagonist, perceived authenticity, likability, and remarkability weigh most heavily. ▶ [SOME KIND OF GOOD](#)

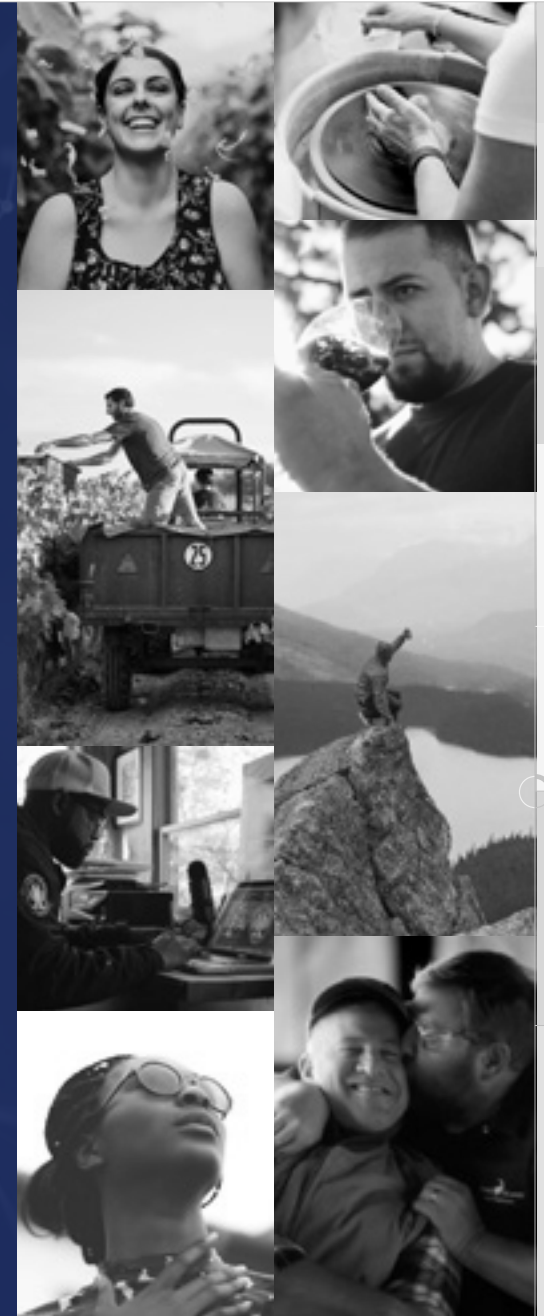
Visuals: A film should be able to convey its differentiator visually, stand out from other brands, and linger in the mind. ▶ [BREWED WITH GRATITUDE](#)

Storytelling: A combination of technical skill and the many artistic intangibles that make a film sing. ▶ [THE STRAINGE MAGIC OF FERMENTATION](#)

AUDIO

Clarity: The grocery viewing theatre is bustling and noisy — clean audio is essential to attract and maintain attention.

Music: It's hard to overstate the importance of music selection, which should propel the narrative, set the tone, and dictate the editing pace of our films. ▶ [LOW & HAZY IPA](#)



30S
CULTURE
PRORES422
-9DB
1080P
00:30:00
MUSIC STYLE
-3dB
HUMAN CENTRICITY