

[ad agency name here]

CLIENT: Nozz Cola  
JOB #: 4  
PRODUCT: Diet Strawberry Cola  
REVISION #: 1  
CLIENT APPRV DATE: 3.18.19

SUBMIT DATE:  
LENGTH: 30 Seconds  
ISCI #: 4  
TITLE: The Newest Tradition  
AS PRODUCED:

Objective: To illustrate to elderly people stuck in habit that there is a new product worth trying.

Production Note: Muriel is a white haired, pale complexioned, frail elderly lady. Her kitchen is decorated with old, yellow stained wallpaper. The cameraman, whom is also the producer, has a very hairy arm, to over demonstrate that he is a man.

#### VIDEO

#### AUDIO

MUSIC: OLD-TIMEY UPBEAT PIANO UP AND UNDER

:00 – ESTABLISHING SHOT, WIDE ANGLE FULL SHOT. MURIEL IS SITTING AT HER KITCHEN TABLE SPEAKING DIRECTLY TO THE CAMERA MAN.

MURIEL: I want things to stay the same, instead of changing every few years.

:04 – MEDIUM SHOT. MURIEL IS LOOKING DIRECTLY INTO THE LENS OF THE CAMERA.

MURIEL: It seems like everyone nowadays is dropping everything they knew and loved for the newest thing.

:09 – MEDIUM CLOSE-UP. MURIEL IS LOOKING INTO THE CAMERA IN DISGUST.

MURIEL: I mean, just look at all of these new diets.

:11 – MEDIUM LONG SHOT. MURIEL IS HANDED A CAN OF DIET STRAWBERRY COLA. SHE LOOKS AT THE CAN AND THEN BACK AT THE CAMERA.

MURIEL: Hmm, what's this?

PRODUCER: Nozz Cola's Diet

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Strawberry Cola

:14 - MEDIUM CLOSE-UP. MURIEL OPENS THE TOP OF THE SODA.

SFX: SODA CAN POPS OPEN AND FIZZES.

:16 - CHOKER, SIDE PROFILE SHOT. MURIEL TAKES A SIP OF THE SODA.

SFX: SLURPS

:17 - MEDIUM CLOSE-UP. MURIEL APPEARS IMPRESSED BY THE SODA.

MURIEL: Mm, this soda has got to be new because this is the first time, I've tasted anything like it.

PRODUCER: Weird, sounds like you're starting to like one of those new diets.

:25 - FULL SHOT. THE SODA CAN IS SET ON THE TABLETOP, OPENED AND WET FROM CONDENSATION.

ANNCR: Nozz Cola Diet Strawberry Cola. Even Grandma's think our diet's taste original.

:28 - GRAPHIC. SEVERAL LOGOS OF DIFFERENT RETAILERS SUCH AS: SUPERMARKETS, NATIONAL GAS STATIONS, AND CHAIN CONVENIENCE STORES SIMILAR TO 7-11.

ANNCR: Grab a can at these fine retailers today. Nozz Cola Diet Strawberry Cola, the newest tradition.