

SCRIPT TITLE

Written by

Name of First Writer

Based on, If Any

Address
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45 SEC. TV COMMERCIAL FOR TROPICANA SLIM 3 IN 1 COFFEE DRINK

FADE IN:

NARRATOR'S VOICE OVER:

Running concurrently with the scenes

A 40 year old African Male but educated voice; quite poetic...

NARRATOR'S V.O

It was more than a drink... It made them strong, made them healthy, it made them smile...

(beats)

Some things should never change. Like that smile on grandpa's face whenever he sipped coffee made by grandma.

(beats)

Sadly things change... Cocoa became beverages, Coffee became Cappuccinos, Sugar became sweeteners... But it's so thrilling to see that same smile on my own father's face... Thanks to TROPICANA SLIM SUGAR FREE 3 in 1 COFFEE MIX

(beats)

... Healthy goodness beyond feelings

1. EXT. COCOA FARM- MORNING

The morning sun shines on the vast Cocoa Farm that has some African men and women working on it. They are dressed like the 1960's.

2. INT. GRANDPA'S HOUSE- DAY

The house represents the 60's. GRANDPA, an aged man but looking strong, sips coffee from an ancient styled cup and smiles. GRANDMA is seated next to him, smiling too as she sips hers. BABA JIDE, a young man in his forties and holding JIDE his 8 years old son, both stare at the happy old folks. Their smile was contagious...

Cut TO:

3. EXT. MAIN ROAD- DAY

Aerial view of cars plying the main road in our current civilization. More focus on a particular convertible car as a handsome 40 year old Yoruba man; JIDE enjoys the ride...

4. INT. JIDE'S FAMILY HOUSE- DAY

Jide is standing with his wife, watching his own father BABA JIDE, now aged, drinking TROPICANA SLIM 3 IN 1 COFFEE DRINK and smiling broadly. He is carrying Jide's 4 years old daughter who is enjoying her own drink.

Jide places his hand on MRS. JIDE's shoulder, while staring at the **TROPICANA SLIM 3 IN 1 COFFEE DRINK** he is holding. They smile thankfully.

GRAPHIC DISPLAY OF PRODUCT:

TROPICANA SLIM 3 IN 1 COFFEE DRINK slides to the left. And bullet text display by the right:

1. Sugar Free
2. Vanilla Cappuccino
3. 3 in 1 coffee mix

THE RIDER: ... *Healthy goodness beyond feelings.*

FADE OUT.

BILL BOARD ADVERT FOR TROPICANA SLIM 3 IN 1 COFFEE DRINK

1. First, canvas is stylishly cut out at the upper right angle and colored gold.
2. A semi bold caption is written on the carved gold section: Sugar Free Drink.
3. Right under the carved section, even lapping it is a bold profile shot of a handsome dark skinned man and his beautiful wife. They are holding each other as they showcase a pack of Tropicana Slim 3 in 1 coffee drink.
4. Above their heads and adjacent the carved section that is having 'SUGAR FREE DRINK' is bullet texts: * Vanilla Cappuccino * The famous goodness of coffee * No harmful effects of sugar.
5. Behind the beautiful couple is a slightly faded image of an aged but healthy man, carrying a 4 years old excited girl on his lap as they smile, holding a glass of TROPICANA SLIM 3 IN 1 COFFEE MIX
6. At the far left is a grand display of a pack of TROPICANA SLIM 3 IN 1 COFFEE DRINK and with a served drink in a glass cup by the side. Underneath this, is the rider: ... **Healthy goodness beyond feelings**
7. At the top, and extending to the left is a bold caption: TROPICANA SLIM 3 IN 1 COFFEE.

BRT ADVERT FOR TROPICANA SLIM 3 IN 1 COFFEE**BRT SIDE VIEW**

1. First, canvas is stylishly cut out at the upper right angle and colored gold.
2. A semi bold caption is written on the carved gold section: Sugar Free Drink.
3. From the right corner, and spreading some distance is a bold profile shot of a handsome dark skinned man and his beautiful wife. They are holding each other as they showcase a pack of Tropicana Slim 3 in 1 coffee drink.
4. Continuing from the beautiful couple, just like a background is a faded image of a slightly faded image of an aged but healthy man, carrying a 4 years old excited girl on his lap as they smile, holding a glass of TROPICANA SLIM 3 IN 1 COFFEE MIX. Image now extends beyond the center.
5. Partly on the faded image is a text: That same old goodness of coffee... Now even made better!
6. Spreading to the left corner is the bullet text: * Vanilla Cappuccino * The famous goodness of coffee * No harmful effects of sugar.
7. At the far left is the grand display of a pack of TROPICANA SLIM 3 IN 1 COFFEE DRINK. With a served cup seated next to the product. Underneath this, is the rider: ...
Healthy goodness beyond feelings
8. At the top left corner is the bold caption: TROPICANA SLIM 3 IN 1 COFFEE DRINK.
9. A little space is carved out to show the company details in text.

BRT BACK VIEW

1. A bold side view image of JIDE; the husband, sipping a glass of TROPICANA SLIM 3 IN 1 COFFEE DRINK.
2. A pack of TROPICANA SLIM 3 IN 1 COFFEE DRINK is displayed at the right side of the squared canvass.
3. The product name is boldly written at the top right and extending to the left side: TROPICANA SLIM 3 IN 1 COFFEE DRINK.
4. A rider underneath the product name:... **Healthy goodness beyond feelings.**