

SCRIPT TITLE

Written by

Name of First Writer

Based on, If Any

Address
Phone Number

30 SEC. TV COMMERCIAL FOR TROPICANA SLIM DIET STICKS

FADE IN:

Afro Hip-hop beat at the background

1. INT. MINI HALL- DAY

DIRECTOR; a serious minded Music Video director, dressed like the part is addressing some beautiful female models of different shades and sizes. They are seated in small groups; all excited.

DIRECTOR

Light breakfast will be served, and immediately our Star Model arrives, we'll delve into the shoot...

CELINE, slim, beautiful and sexy young lady walks in confidently but yet apologetically.

DIRECTOR (CONT'D)

Oh, here she comes.

MIX TO:

2. INT. MINI HALL- DAY

YOUNG SERVERS serve sliced bread and beverages to the models... Some of the models are eyeing Celine with envy as she is seated alone. But a certain ADA; slightly chubby, eyes her with respect.

SERVER 1, a young man serves Ada and offers her sugar. She accepts.

SERVER 2; a dark skinned young man with a broad smile serves Celine; the Star Model. He offers her sugar but she declines respectfully and then brings out a pack of **TROPICANA SLIM DIET STICKS**. She smiles as she uses it on her beverage.

Ada abandons the haters group and joins Celine who gladly gives her one Diet Stick. She looks at it admiringly.

GRAPHIC DISPLAY

A pack of **TROPICANA SLIM DIET STICKS** moves to the left side of the screen.

On the right screen: TROPICANA SLIM (Zero Calorie Sweetener) Diet Sticks

Bullet text display:

1. No sugar
2. No cyclamate
3. No saccharin
4. No preservative

... Perfect Sweetness with health advantage

MALE NARRATOR'S VOICE OVER FOR THE DISPLAY

NARRATOR'S V.O

Tropicana Slim (Zero Calorie
Sweetener) Diet Sticks... No Sugar,
No Cyclamate, No Saccharin and No
Preservative.

(beats)

Perfect Sweetness with health
advantage.

3. INT. CHROMA ROOM- DAY

The MUSIC ARTISTE, a young handsome male is singing his music
expressly while paying attention to Celine, the Star Model
who is dancing creatively... Other models dance at the
background.

FADE OUT.

BILL BOARD ADVERT FOR TROPICANA SLIM DIET STICKS

1. First, canvas is stylishly divided at the lower right angle and colored moon yellow.
2. On the carved out yellow corner is written in bullets: * No Sugar * No Cyclamate * No Saccharin * No preservative
3. Right above the carved yellow section, poses a Music Video Model, looking slim , very beautiful and healthy. She is wearing a confident smile as she dangles a stick of TROPICANA SLIM DIET STICKS to her haters behind...
4. Over her shoulder and appearing a bit distant from her, are three other Music Video Models... Not as beautiful as her and they stare at her with envy. On their table are slices of bread and beverage and a conspicuous pack of sugar. This image is at the far left.
5. By the left is a grand display of a pack of TROPICANA SLIM DIET STICKS. And by the side of the product is a cup of tea being sweetened with a stick of Tropicana Slim Diet Sticks.
6. On the top liner, from the right angle is boldly written **TROPICANA SLIM ZERO CALORIES SWEETENER DIET STICKS**
7. A rider: ... *Perfect Sweetness with health advantage*

BRT ADVERT FOR TROPICANA SLIM DIET STICKS***Long Side View***

1. From the right corner is a bold image of a slim, and very beautiful Music Video Model. And rays of film lights slashes on her face from the positioned lights behind her; revealing her craft. She smiles confidently.
2. A quoted statement says: "A healthy lifestyle is the secret behind my good appearance. I enjoy sweetness without the harmful effects of sugar". This is positioned some inches away from the Star Model.
3. At the top of the left corner is boldly captioned: **TROPICANA SLIM (Zero Calories Sweetener) DIET STICKS.**
4. Underneath the product name are bullet texts: *No Sugar * No Cyclamate * No Saccharin * No Preservative
5. Below the bullet texts, A Pack of TROPICANA SLIM DIET STICKS is displayed. And beside it is a cup of tea and a spoon resting on the saucer.
6. Beneath the product is the rider: ***Perfect Sweetness with health advantage.***
7. A thin and long space is carved out. And written on it is: Good for tea, beverages, pap, oats, etc.
8. A little space is carved out to display the Company details.

BRT BACK VIEW

1. A bold image of the Music Video Model sipping tea from a transparent glass tea cup. This occupies from the left corner of the square canvass and almost beyond the center.
2. At the top right corner is boldly captioned: **TROPICANA SLIM DIET STICKS.**
3. At the bottom right is a pack of TROPICANA SLIM DIET STICKS. A single Diet Stick is laid next to the pack.
4. Beneath the product is the rider: ***Perfect Sweetness with health advantage.***