

Tide Sport Laundry Detergent
"For all of life's Adventures" Campaign
30-second TV
A Walk in the Mountains
October 17, 2018
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1. The TV strategy statement:

To raise awareness of Tide Sport among men and women ages 18-30 years old, living on their own, as well as those who enjoy sports and outdoor activities. We will target these audiences by featuring the commercial on broadcast networks as well as cable networks, on channels like ESPN, HGTV, and FOX. Specifically, showing this ad during any major sports game playing in order to reach this target audience more efficiently.

2. The timeframe of the ad (how long/often will the ad run?)

We will use a pulsing strategy in order to have advertising year round, but not too much. The ad will run during late afternoon, early fringe and prime time.

3. Script:

PRODUCTION NOTES: SCENES OF NATURE SHOULD FEEL INSPIRING AND AMAZING. SARAH IS ATTRACTIVE YOUNG BLONDE WOMAN WHO IS IN SHAPE. TOM IS AVERAGE JOE TYPE. NARRATOR SHOULD REFLECT A DEEP MANLY VOICE.

VIDEO	AUDIO
1. OPEN ON MS FROM EYE LEVEL AT THE BEGINNING OF A MOUNTAIN HIKING TRAIL (:02)	
2. PAN AROUND TO MAN AND WOMAN STANDING NEXT TO EACHOTHER, THEN ABRUBTELY LOOKING AT ONE ANOTHER (:02)	2.SFX: (TAKING QUICK BREATH IN) SARAH AND TOM (OC): Let's do this
3. CUT TO CU OF MAN AND WOMAN HIGH-FIVING (:01)	3. SFX: (CLAPPING NOISE)
4. CUT TO MS OF MAN MOVING UP A TRAIL THROUGH A FOREST WITH A WOMAN IN FRONT OF HIM (:02)	4. SFX: (INSPIRATIONAL MUSIC BEGINS TO

<p>5. TRANSITION INTO PANNING UPWARD LOOKING UP AT FOREST TREES AND SKY (:02)</p> <p>6. CUT TO MS OF MAN FALLING BEHIND, RESTING HIS HANDS ON HIS KNEES, OUT OF BREATH. (:02)</p> <p>7. CUT TO CU OF TOM DRIPPING SWEAT ON HIS FACE AND PIT STAINS, CLENCHING HIS EYES SHUT WITH HIS MOUTH OPEN, BREATHING HEAVILY. (:01)</p> <p>8. CUT TO MS OF MAN AND WOMAN WALKING UP TO CLEARING AT THE TOP OF THE MOUNTAIN (:02)</p> <p>9. CUT TO LONG SHOT OF BACKS OF MAN AND WOMAN WITH AMAZING VIEW IN FRONT OF THEM (:02)</p> <p>10. CUT TO MID SHOT OF WOMAN LOOKING OVER AT MAN (:05)</p>	<p>PLAY)</p> <p>6. SFX: (BREATHING LOUDLY AND COUGHING)</p> <p>TOM (OC): Are we there yet?</p> <p>SARAH (VO): Only 3 more miles to go</p> <p>7. TOM (OC) (Under his breath, in a mocking tone): Its only 3 more miles</p> <p>8. SFX: (HEAVENLY ANGELS SINGING SOUND EFFECT)</p> <p>9. SFX: (BOTH OF THEM TAKING A DEEP BREATH IN)</p> <p>10: SARAH (OC): This is amazing</p> <p>TOM (OC): Yeah, totally worth the sweating through my shirt and almost dying of heat exhaustion, but yeah totally</p>
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	worth it...
11. MID SHOT OF MAN BEGINNING TO FALL OFF OF SMALL CLIFF (:01)	11. SFX: (GRAVEL RUSTLING) SFX: (MUSIC FADES OUT QUICKLY)
12. CAMERA FOLLOWING MAN DOWN CLIFF AS HE FALLS, HITTING BRUSH AND ROCKS. (:02)	12. SFX: (MAN GRUNTING, ROCKS FALLING, BRUSH MOVING)
13. CUT TO LONG SHOT FROM TOP OF THE CLIFF OF TOM LYING ON THE GROUND, COVERED IN DIRT AND STAINS. (:02)	13. SFX: (HARD THUD)
14. CUT TO MS SHOT WITH LOW VIEW LOOKING UP AT WOMAN LOOKING DOWNWARD IN DISBELIEF AND HORROR (:01)	14. SARAH (OC): Tom! Are you okay?
15. CUT TO LONG SHOT OF MAN STRUGGLING TO GET UP, RAISES HIS ARM FOR A THUMBS UP (:01)	15. SARAH (VO): You're lucky I just bought Tide Sport!
16. CUT TO MS AT EYE LEVEL OF MAN STRUGGLING TO STAY STANDING, COVERED IN DIRT. (:01)	16. TOM (OC): I almost just died and that's what you're worried about, my clothes?
17. CUT TO CU OF WOMAN IN LAUNDRY ROOM AT HOME SMELLING FRESHLY WASHED SHIRT MAN WAS WEARING (:01)	17. SFX: (TAKING DEEP BREATH IN)

<p>18. CUT TO MID SHOT OF MAN IN A LEG CAST LAYING ON COUCH (:01)</p> <p>19. TIDE SPORT LOGO APPEARS ON TOP OF SCENE OF MAN LYING ON COUCH. (:01)</p> <p><u>SUPER: TIDE SPORT, FOR ALL OF LIFES ADVENTURES, EVEN THE MESSY ONES</u></p>	<p>19: ANNCR (VO): Tide Sport, removes dirt, sweat and stains while making them smell fresh.</p>
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