

Diet Coke  
“Add Some Flavor to Your Life” Campaign  
30-second TV  
Feisty cherry/ “drowning in it”  
October 26, 2018  
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**1. The TV strategy statement:**

To raise awareness of new Diet Coke flavors among men and women ages 18-35 years olds, along with those who are health conscious. We will target this audience by featuring the commercial on cable networks, on channels like MTV, The CW, ESPN, FX, etc., and also on Hulu.

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

We will use a continuous strategy in order to increase awareness throughout the year. The ad will run during early fringe, prime time and late fringe.

**3. Script:**

**PRODUCTION NOTES:** SCENE TAKES PLACE IN MODERN LOOKING LOFT APARTMENT. MAN LOOKS LIKE AVERAGE LOOKING YOUNG MAN AROUND 28 YEARS OLD WITH BROWN HAIR. NARRATOR SHOULD REFLECT A CLASSIC MAN’S VOICE.

VIDEO	AUDIO
1. OPEN ON LS OF MAN SITTING ON COUCH WITH FEET UP ON COFFEE TABLE, THEN STANDING UP (:02)	<b>SFX</b> (MUFFLED SOUND): (TV SHOW PLAYING)
2. CUT TO MS OF MAN WALKING INTO KITCHEN AND OPENING FRIDGE (:01)	<b>SFX:</b> (FRIDGE OPENING)
3. CUT TO CU OF MAN GRABBING A DIET COKE FIESTY CHERRY FROM THE FRIDGE (:01)	<b>SFX:</b> (SOUND OF METAL CAN)
4. CUT TO MAN SITTING BACK DOWN ON COUCH WITH DIET COKE IN HAND (:01)	<b>SFX:</b> (MAN GRUNTS)

5. CUT TO CU SHOT OF MAN'S HAND OPENING SODA (:01)	<b>SFX:</b> (SODA OPENING)
6. CUT TO MS OF MAN LAYING BACK, PICKING UP REMOTE AND POINTING IT AT TV, PUSHING BUTTON, THEN TAKES A DRINK OF SODA (:02)	<b>SFX</b> (MUFFLED SOUND): (TV CHANNELS CHANGING)
7. MAN CHOOSES A CHANNEL, PUTS THE REMOTE DOWN AND LIES BACK AGAIN. (:01)	<b>SFX:</b> (SOUND OF OBJECT BEING PLACED ON WOOD WHILE MUFFLED TV SHOW PLAYS IN BACKGROUND)
8. A CHERRY FALLS FROM ABOVE AND HITS MAN IN THE HEAD (:01)	
9. CUT TO CU OF MAN PICKING UP CHERRY NEAR FACE AND LOOKING AT IT WITH CONFUSED FACE (:02)	<b>SFX:</b> (RATTLING AND THUNDROUS NOISES)
10. CUT TO LS OF MAN SITTING ON COUCH WHEN WALLS START SHAKING, PICTURES MOVING AND LAMP FALLS OVER (:03)	<b>SFX:</b> (GLASS BREAKING)
11. CUT TO MS SHOT OF MAN LOOKING AROUND AND THEN UPWARD (:02)	
12. CUT TO LS OF CHERRIES POURING DOWN IN ROOM, FILLING IT UP TO HIS NECK (:03)	<b>SFX:</b> (BALL DROPPING SOUND, LIKE RAIN, AND THEN A LARGE THUD)
13. CUT TO MS OF MANS FACE AS HE IS STUCK IN ROOM OF CHERRIES AS A COUPLE MORE CHERRIES FALL FROM ABOVE (:01)	<b>SFX:</b> (SIX MORE BALL DROPPING SOUNDS)
14. CUT TO CU ONCE CHERRIES HAVE STOPPED FALLING; A CHILI PEPPER FALLS FROM ABOVE AND LANDS ON MANS HEAD (:01)	<b>SFX:</b> (MISSILE NOISE)

<p>15. CUT TO LS OF MAN CALLING DOG'S NAME WHILE TRYING TO GET OUT OF CHERRIES (:03)</p>	<p><b>MAN (OC):</b> Charles? Charles, come help me Charles!</p> <p><b>MAN (OC)</b> (yelling loudly): Charles!</p>
<p>16. CUT TO LS MAN LOOKING OVER AND SEEING DOG BURIED IN CHERRIES IN THE CHAIR NEXT TO COUCH. MAN JERKS HEAD IN FRUSTRATION (:01)</p>	<p><b>MAN (OC):</b> Awww shi-</p>
<p>17. DIET COKE LOGO APPEARS ON SCREEN ON TOP OF SCENE (:01)</p>	<p><b>SFX:</b> (GRUNTING)</p> <p><b>SFX:</b> (DOG BARKING)</p>
<p>18. SCENE FADES OUT AND FEISTY CHERRY CAN IS IN MIDDLE OF SCREEN, ALL OTHER FLAVORS EMERGE FROM BEHIND AND LINE UP NEXT TO CENTER CAN, DIET COKE LOGO STAYS ON SCREEN (:03)</p>	<p><b>ANNCR (VO):</b> A DIET SODA, CLASSIC CHERRY FLAVOR WITH JUST A HINT OF FIREY CHILI, AND ONE OF OUR BOLDEST FLAVORS YET</p>
<p>19. <b>SUPER:</b> <u>DIET COKE, ADD SOME FLAVOR TO YOUR LIFE</u></p>	

