

## Creative Executions: Television Script

Team One

Advertiser: Haagen-Dazs

Title: #NoSubstitutes

Format: Informational & Sophisticated

Running Time: 30 seconds

### VIDEO

Woman hitting alarm clock at 6:00 a.m.

A woman is driving; she has a nice watch and a coffee in the car (first person POV)

Group of people in “war room” discussing project

Woman goes to get a salad for lunch

Woman goes to Spin class

Shot of nice home

Woman goes to freezer (first person pov)

Woman enjoys ice cream with her husband

### AUDIO

(Sounds of alarm clock beeping, person hits it)

(Listening to talk radio; radio host: “It’s a hot day in Southern California”)

(Boss: “We have to get this finished for the client”)

(music increases in intensity)

(transition from previous music to loud blaring music; fades to instructor yelling: “Alright, let’s hit this hill.”)

Announcer: After a long day’s work, Megan is ready to unwind.

(freezer door opens, jazz music)

Announcer: You’re a person of taste. When it comes to treating yourself, there’s no substitute.  
(jazz music fades to background)