

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)