

TELEVISION ADVERTISEMENT PRODUCTION SCRIPT

Title: A Taste of Retirement (Coax Ad)

Client/Sponsor: Coca Cola Company

Length: 60 seconds

Air Dates: October 1- January 1

CS- Shot of a calendar with a red circle around a date which is a month away with the word “RETIREMENT” in matching red letters (:05)	(Silence besides the sound of computer vigorous computer typing)
WS- To the home office where the calendar was hung up, there is an older middle aged man obviously stressed hunched over a computer with opened books and papers (:07)	Man audibly sighing and the noise of flipping through all of the files on his desk.
CU- The man’s face obviously stressed, sweat on his brow (:03)	Man continues to audibly sigh, and work. Shot ends with the sound of the office door opening.
WS- A woman of the same age walks into the office and approaches the man working with a can of <i>Coax</i> (:05)	No audio besides that produced naturally by the actors’ movements.
CS- Woman puts hands on his shoulder from behind him and hands him the can of <i>Coax</i> (:06)	“Try this”- the woman.
CU- The can of <i>Coax</i> being cracked open and the man takes a sip (:04)	Sound of the can of soda being cracked open and the man taking a long sip.
WS- The man and the woman are now magically transported to a dock by a lake. Both people are in what appears to be more relaxed clothes while sitting on lounge chairs both with a <i>Coax</i> in their hand (:08)	Peaceful sounds of birds chirping and of the water in the lake moving.
CS- The man and the woman both take a sip of the <i>Coax</i> with smiles on their faces (:04)	Music: Peaceful, bubbly and bouncy, happy mood music.
CS- The man and woman smiling and laughing as they have an inaudible conversation (:02)	Music Continues
CU- A can of <i>Coax</i> slightly wet in the hand of	Music Continues

one of the actors (:04)	CHRYON: New by Coca Cola: Coax
CU- Man taking another sip and having a relaxed, relieved face (:06)	Music continues and the main lets out a sigh of relief. CHRYON: No caffeine, no complications, just <i>Coax</i> .
Screen fades to black besides text on screen (:06)	CHRYON: A sip of retirement.
RT-:60s	