

A COCA-COLA CHRISTMAS

Written by

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For over a century Coca-Cola and their lovable Bear mascot have been synonymous with the feelings of joy, and nostalgia that accompany the holidays. Our commercial will showcase how genuine that connection is by taking the viewer on an adventure through the decades.

From the invention of the Coca-Cola Bear in the 1920's, to wartime in the 1930/40's and beyond, the audience takes a vibrant journey through advertising history. They will even see our hero, the Coke Bear, dance along to the modern-day Jingle Bell Rock! Our commercial will fill every generation with childhood memories of warmth, family, happiness, and, of course, delicious Coca-Cola.

In just two short minutes the viewer is sure to experience the nostalgia of vintage print advertising, the magic of Santa Claus, the heartache of distance, the excitement of celebration, and the familiarity of holiday classics. Most importantly, the viewer is reminded of the warmth of family and holiday traditions. The holidays, like Coca-Cola, have proven for decades to bring joy to people of all ages, colors, and creeds. Our commercial uses beautiful imagery, nostalgic holiday music, and familiar characters to remind us how truly pure and vibrant that joy can be.

FADE IN:

EXT. NORTH POLE - NIGHT

A modern CGI COCA-COLA BEAR roams the barren tundra. Mariah Carey's ALL I WANT FOR CHRISTMAS plays in the background. The bear comes across a small pile of snow and digs out a glass BOTTLE OF COCA-COLA.

He sits back, pops the lid and takes a sip.

EXT. NORTH POLE - NIGHT - FLASHBACK

In 90's animation a MOMMA POLAR BEAR and BABY POLAR BEAR roam the tundra.

The momma uncovers a bottle of Coca-Cola and takes a sip. She passes the bottle to her baby who also takes a sip.

ZOOM IN on the baby bear's eyes, they begin to swirl with cartoonish technicolor.

EXT. BRICK WALL - NIGHT - DREAM SEQUENCE

ZOOM OUT from bear's eyes.

We are now seeing a wall covered in posters and propaganda. We zoom in on a still of the 1920's era Coca-Cola poster. The Neapolitan Trio's SILENT NIGHT plays softly in the background.

The bear sits still with a large red ball, a seal pokes it's head out of the water near by. Slowly the two start to wiggle free and play with the red ball. The bear eventually wanders off the poster and into the next scene.

INT. SANTA'S WORK SHOP - CONTINUOUS

The 1930's era Coca-Cola bear and SANTA walk into Santa's toy workshop. Eddie Cantor's SANTA CLAUSE IS COMING TO TOWN is playing softly in the background.

The two head to a fridge, past a pile of toys and take out two glass bottles of Coke. They clink glasses and take a sip before the bear heads out the back door.

EXT. WORLD WAR II FRONT LINES - NIGHT

Several soldiers, 1940s propaganda style animation, are seated in a barracks. Judy Garland's HAVE YOURSELF A MERRY LITTLE CHRISTMAS is playing softly.

One soldier is writing a note on a desk.

The soldier seals the letter with red heart shaped wax, he pass it to the bear's out stretched paw.

The paw then fastens the note to a bottle of Coca-Cola with a red bow and passes the bottle to a lady's hand.

A war-era wife takes a sip as the bear walks past into the next ad.

EXT. MUSIC FESTIVAL - NIGHT

The bear, still animated stumbles into a real world music festival. He is dressed in tacky 70's clothing, including ROSE COLORED GLASSES and PLATFORM BOOTS.

He is dancing disco to Disco Noel's JINGLE BELL ROCK. From the stage the band calls for a cheers, the crowd holds up BOTTLES OF COKE and cheer.

ZOOM IN on the bear who spins.

CUT TO:

INT. HIGH SCHOOL GYM

The bear finishes his spin, we ZOOM OUT and see him in place of Lindsey Lohan's character Katie in the line JINGLE BELL ROCK scene of MEAN GIRLS.

The bear finishes the last few steps of the dance flawlessly.

EXT. NORTH POLE - NIGHT - END FLASHBACK

The bear is dancing with the BOTTLE OF COKE in the tundra, to a modern version JINGLE BELL ROCK.

A small bear comes to his side, they snuggle up and share the COKE.

**FIN.**