

Television Script Assignment

Approach: Product-as-Star

Client: Stanley cup

Video

Time

Audio

FS OF DEPARTMENT
STORE ENTRANCE CUT
TO MS OF MEN
STROLLING THROUGH
STORE

:00-:20

MAN 1: Man, I don't know what to get her.

MAN 2: Listen, women are easy. You go search for a card. I'll meet you by the flowers, ok? The ladies love flowers.

MAN 1: Flowers just die. Our love is meant to last.

MAN 2: Ok before you start drooling on my new Jordans, I'll be by the flowers.

CU OF STANLEY CUP
DISPLAY CUT TO CU OF
MEN MAKING EYE
CONTACT, NODDING,
AND LOOKING TO THE
DISPLAY

:21-:30

DAUNTING MUSIC
FADES-IN

HEARTBEAT SOUND
EFFECT

SLO MO WS MEN
RUNNING

:31-:45

DAUNTING MUSIC
FADES-OUT

SLO MO MS MEN
FALLING TO THE
GROUND, REACHING
FOR CUP TILT TO
TEENAGE GIRL TAKING
THE CUP

CUP CLANKING SOUND
EFFECT

MAN 1 & 2: No!

MS OF WOMEN
WATCHING ZOOMS OUT
TO WS OF MEN CRYING
ON THE FLOOR

:46-:55

WOMAN 1: Last-minute Valentine's Day shopping?

WOMAN 2: Definitely.

WOMAN 1: Hmm. Maybe
romance isn't dead.

TEXT: LOVE IS WORTH :56-1:05
FIGHTING FOR BUT
THERE'S PLENTY OF US
TO GO AROUND.

GRAPHIC: STANLEY
LOGO

FADE TO BLACK