

TELEVISION SCRIPT

CLIENT NAME : Unilever
BRAND : Peperami
DESCRIPTION : TV – 20”
DATE : 2009
IDEA TITLE : ‘BBQ’

Example of existing ad:

BBQ

We open on a barbecue. We see a barbecue skewer, being held up by an impaled leg.

We cut to a close-up of Animal’s shoulder, as he tears his own arm off and slides it onto the skewer.

The Animal: AGGGGHHHHHHH!!!

We cut to the Animal ripping his head off and sliding it onto the skewer

The Animal: OOOOOOOH!!!

We pull out and see all the pieces of the Animal impaled on the vertical skewer. Finally the mouth, still on the floor, jumps up and clamps down on the end of the skewer. The skewer falls on to the barbecue.

More screams of pleasure.

V/O: New Barbecue flavoured Peperami. This one’s a recipe for disaster.

Cut to product name.

Title: New Barbecue Peperami

Pack: Animal, still on the skewer, pushes a Peperami pack into shot.

Title: ‘It’s a bit of an Animal’ appears underneath the product name