

TELEVISION SCRIPT

CLIENT NAME : Unilever
BRAND : Peperami
DESCRIPTION : TV – 10”
DATE : 2009
IDEA TITLE : ‘Wimp’

Example of existing ad:

Wimp

We open on an urban street corner. We see the pavement and a wall adjoining it.

The Animal flies into screen from around the corner, madly scrambling on his hands, as he is missing his legs. He wildly scampers towards camera as we continue to observe him from the point of view of somebody being chased.

The Animal: Oy! Come back and finish me off, yah wimp!
What’s the matter? Too spicy for yah?

The Animal stops on one hand as he raises his other arm and shakes his fist at the camera.

He loses his balance and falls over onto the sidewalk as an animated title appears from the top of the screen.

Title: Peperami
It’s a bit of an animal
(www.peperami.com)

Pack: A Peperami pack, containing what appears to be a struggling Peperami animates into the screen and settles across the text.

V/O: Peperami. It’s a bit of an animal.