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**Sample Script Packet – From my days of being a DAD**

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## **Keep Private Things Private**

*Applying for a home loan can feel invasive. Rocket Mortgage makes applying for a home loan way more comfortable than letting strange private lenders look through all your stuff. We're here to keep your business, well, your business.*

**ROCKET**  
Mortgage



Rocket Mortgage - "Diary" (:30s)

SFX: ROCKET MORTGAGE DING DONG

A group of bankers in business suits are huddled together in a bedroom. They're discussing the contents of an open book in one of their hands.

Jake walks through the bedroom door. Jane the Rocket Mortgage lender stands by the door.

Jake: "Uhh hey guys..."

Bankers barely acknowledge Jake.

Camera focus on Jake and Jane

Jake: "What's going on?"

Jane: "They're auditing your assets since you've been shopping around for a home loan."

Jake: "And they need my... (cough) diary?"

Cut to bankers. One of which is annotating the diary with bright pink sticky notes.

Banker 1: "Ope! Mark that line for later."

Cut to Jake and Jane

Jane: "Well, when you get a home loan with Rocket Mortgage, privacy comes first, which means all your personal information stays out of the hands of, well those guys."

Zoom out to view all.

Jane gestures to bankers who are all laughing.

**TITLE: ROCKET MORTGAGE.**

**SFX:** DING DONG

**SUPER:** KEEP PRIVATE THINGS PRIVATE

Banker 2: "Look! He used to spend his allowance on Kids Bop."

Rocket Mortgage - "Shower" (:30s)

SFX: ROCKET MORTGAGE DING DONG

Shot of a bathroom. Someone is actively showering.

A group of bankers in business suits enters the bathroom. They are in good spirits, picking up and inspecting everything in the bathroom like it's not a big deal.

Jake pokes his head out of the shower curtain in slight panic. He's wearing a pink shower cap.

Jake: "What's going on..."

Bankers barely acknowledge Jake.

Zoom out. Jane the Rocket Mortgage lender is standing in the doorway averting her eyes.

Jake: "Ummm?"

Jane: "They're auditing your personal assets as part of their loan application process."

Jake: "Is this necessary?"

Cut to bankers. One of them picks up a very frayed toothbrush.

Banker 1: "You know you should really replace these more often."

Jane: "Applying for a home loan can feel invasive, but when you finance with Rocket Mortgage, your privacy comes first, giving you all the space in the world from, well them."

Banker 2 puts on a shower cap, gives the group a thumbs up, and turns toward the shower.

Jake: "Wait wait wait!"

**TITLE:** **ROCKET MORTGAGE.**

**SFX:** DING DONG

**SUPER:** **KEEP PRIVATE THINGS PRIVATE**

Banker 2: "Yep. Everything looks good here."

## **Topo Chico – Let Flavor Bubble Up**

*Topo Chico Mineral Water has a certain bubbly nature that sets it apart from other sparkling waters on the shelf. Why tell everyone about bubbles when we can just let the bubbles do the talking on their own?*

**Topo Chico**<sup>®</sup>



Topo Chico - "Bubble up"

Open to a quiet and nearly empty indoor supermarket. The lights feel fluorescent and harsh. Camera pans down an open refrigerated produce section.

SFX:                   DING DING

Cut to door closing behind someone.

Cut to a vibrantly dressed man perusing through the produce section. He looks like he's just escaped the dance floor. He passes piles of limes, tangerines, grapefruits, and blueberries. He looks tired, slightly sweaty, and as if he is looking to quench his thirst.

He picks up a tangerine.

As he raises it in his hand, he hears a can crack open.

SFX:                   CRACKING OF A CAN OPENING

The tangerine disintegrates into tiny fizzing bubbles. The lighting slightly warms up around him.

Cut to pile of tangerines. They all begin to slowly fizz up and disintegrate into tiny bubbles around him. The light warms further into an orangey hue.

All the other piles of fruit begin to bubble away around him.

Cut to man looking back towards direction of the can sound.

Cut to a woman, dressed equally as vibrantly taking a sip from a can of Topo Chico Sabores. Her side of the store has turned into a bustling outdoor farmers market. Everyone is dressed in vibrant fruit-colored clothes, dancing and drinking various Topo Chico Sabores flavors. Some people have fruit baskets on their head.

The woman smiles at him mischievously and holds up a can for him.

**TITLE:**                   **Topo Chico Sabores**  
**SUPER:**               **LET FLAVOR BUBBLE UP**

Topo Chico - "Redline"

Open to ariel shot of a bubbling, animated line (in Topo Chico Red) running down an open road. The line bubbles through various shots in various scenes. The scenes are far enough away from each other geographically to suggest multiple lines.

A line bubbles south down the PCH. It curves with the road.

A line bubbles up and around El Paseo de la Reforma in Mexico City.

A line bubbles along the bank of the Colorado River in Austin.

A line bubbles through the open desert near the Texas/Mexico border.

A line bubbles through a lime field in Mexico.

The lines begin to converge at the base of the Sierra Madre Orientales. They begin to rapidly climb the mountains. Once they reach the top of Cerra del Topo Chico, they begin to join into the unmistakable script of a bubbling Topo Chico logo above a serene mountain spring.

**TITLE:                    TOPO CHICO**  
**SUPER:                  LET FLAVOR BUBBLE UP**

## **Ketchup Moments of History**

*Everybody loves ketchup, but sometimes you just wanna spice things up. What if all these humdrum moments in history had a little more spice to them?*

**HEINZ**





Heinz Spicy Ketchup - "Gardeners" (:15s)

**SUPER:                    KETCHUP MOMENTS OF HISTORY**

Open to Chip and Lee sitting at the patio table near their garden eating raw chipotle peppers. Both are sweating profusely.

They chew loudly. Chip breaks the silence.

Chip:                    "Think these could use a little- "

Lee cuts him off and hands him a bottle of Heinz Ketchup. Chip grunts his thanks and squirts a little ketchup on a pepper.

They chew for another moment before realizing what they've just come up with.

Their eyes light up simultaneously and they begin to turn to each other in exclamation.

**TITLE:                    HEINZ SPICY KETCHUP**

**SUPER:                    BRING ON THE HEAT**



Heinz Spicy Ketchup - "Mad science" (:15s)

**SUPER:                            KETCHUP MOMENTS OF HISTORY**

Open to Dr. Heinz and Igor in their mad scientist garage lab. Many seemingly failed experiments involving jalapenos litter the edges of the lair as if they've been working at it for a long time.

Exasperated, they decide to take a hotdog break.

Dr. Heinz:                        "Igor! Ketchup!"

Igor:                                "Yes doctor."

Heinz stretches out his dog and Igor squirts a noisy, dramatic line of classic Heinz Ketchup on it.

Cut to close up shot of Dr. Heinz taking a bite and chewing in silence.

Zoom out shows jalapenos in frame.

The doctor's eyes light up and in exclamation he gasps!

Dr. Heinz:                        "Mwahahahah!"

SFX:                                THUNDER CRACK

**TITLE:                            HEINZ SPICY KETCHUP**

**SUPER:                            BRING ON THE HEAT**



Heinz Spicy Ketchup - "Eureka" (:15s)

**SUPER:                    KETCHUP MOMENTS OF HISTORY**

Open to prospectors Hal and Ben eating supper after a seemingly long day of mining.

There is a minecart full of golden habanero peppers shining in the background.

Ben:                        "Dinner, Hal."

They sit down and each pours some Classic Heinz Ketchup onto their stiff pork slabs.

Hal:                        "Ugghhh. Pork and ketchup again?"

They chew for a moment before realizing they've struck gold.

Their eyes light up simultaneously and they begin to turn to each other in exclamation.

Hal:                        "EUREK-"

**TITLE:                    HEINZ SPICY KETCHUP**

**SUPER:                    BRING ON THE HEAT**



Heinz Spicy Ketchup - "Big bang" (:15s)

**SUPER:                            KETCHUP MOMENTS OF HISTORY**

Astronauts Travis and Kim float through space in a small Heinz bottle of a rocket ship.

They share a box of tater tots, dipping each one in Heinz Classic Ketchup, as they watch a habanero pepper shaped star supernova several light years away from them.

As they chew in silence, the inevitable dawns on them.

Kim:                                "I know what our next mission is."

Travis:                            "Yeah you do."

**TITLE:                            HEINZ SPICY KETCHUP**

**SUPER:                            BRING ON THE HEAT**

## Here Comes Average Mike

*The Peloton reputation has always been prestigious. So much so, that many of us average folks have assumed the crème de la crème of at home spin bikes is above us. Just cause we're premier doesn't mean we're not relatable. Average Mike is here to let us know that a Peloton bike isn't just for those of us in the upper echelon.*





PELTON - "JUST YOUR AVERAGE MIKE" (:30s)

Open to Average Mike sitting in his garage. He is extremely sweaty. He has no shirt on. He is in meh shape. There is a Peloton Bike sitting behind him in the garage.

Mike: "Hey everyone. I'm Average Mike."

Mike: "I have a hard time getting to the gym every now and then."

A loud ruckus of kids crying and crashing around can be heard from inside the house.

Mike sips from a straw in a can of sparkling water. He turns on the tv to a baseball game.

Mike: "The kids have orders to leave dad alone during his 90-minute bike ride. I can only handle the 45-minute class at the moment."

Mike hops off the bike and takes his drink to the sofa and plops himself down.

The TV announcer calls a homerun. Mike silently loses his shit.

Mike: "The bike is worth so much more than just my above average fitness goals. It also lets me live my average lifestyle in peace. At least for another 45 minutes."

**SUPER: AN ABOVE AVERAGE BIKE FOR THE AVERAGE LIFESTYLE.**

**TITLE: PELTON**



PELTON - "AVERAGE MIKE WON'T COMMIT" (:30s)

Open to Average Mike looking through the pantry for snacks.

Cut to close up of Mike sitting on the couch. The TV is on in front of him.

Mike: "Hey everyone. Average Mike here."

Mike: "We all know making definitive choices is hard."

Cut back to pantry. His hand hovers between two different looking snacks.

Mike: "uhhhh."

Cut to Mike on the couch with both snacks sitting in his lap. He talks with his mouth full.

Mike: "That's cause some things are hard to commit to. No matter how good they sound."

Camera zooms out to show a Peloton bike sitting behind the couch with a towel hanging on the handle bars.

Mike: "That's why I rented my Peloton bike. With the flexibility to cancel or purchase outright, I can now conquer my above average fitness goals, without sacrificing my average lifestyle."

Mike: "I'll work these cookies off tomorrow"

**SUPER: AN ABOVE AVERAGE BIKE FOR THE AVERAGE LIFESTYLE.**

**TITLE: PELTON - RENT TODAY**