

CLIENT: POPSICLE®
 PRODUCT: Popsicle Brand Popsicles
 CAMPAIGN: “It’s Not Cold, It’s Cool!”
 TITLE: “Professor Pop - PopSKIcle Slopes”
 WRITER: Micah Levin
 SCRIPT LENGTH: 30-Secs

VIDEO (SHOW TIMES)	AUDIO (TRT)
<p><u>FADEUP ON:</u></p> <p>1. TRACKING SHOT OF THREE KIDS: BLUE SKIER KID, PURPLE SKIER GIRL & GREEN SKIER BOY, AS THEY ZIG-ZAG THROUGH A TREE-LINED SNOWY SKI SLOPE, BOUNDING OFF OF ROCKS AND SNOW MOUNDS BEFORE ALL THREE RAMPING DOWN AND LAUNCHING OFF A SKI JUMP AND LANDING ON A OUTCROPPING WHERE OTHER SKIERS ARE AND A SNACK SHACK. (00:00 – 00:05)</p> <p>2. CUT TO A CYBORG YETI MANNING THE SNACK WHO OBLIGES THE THREE KIDS AND TOSSES THEM EACH A MUG FILLED WITH HOT CHOCOLATE. EACH KIDS THEN BLOWS ON THEIR RESPECTIVE MUGS BEFORE TAKING INDIVIDUAL SIPS (00:06 – 00:10)</p> <p>3. QUICK CUT TO PROFESSOR POP, HIGHER UP ON THE MOUNTAIN,</p>	<p><u>FADEUP ON:</u></p> <p>1. MUSIC: (FUN, UPBEAT MUSIC PLAYING IN THE BACKGROUND THAT SPEEDS UP IN TEMPO AS THE KIDS SKI DOWN THE HILL BEFORE CRESCENDO-ING WHEN THEY VAULT OFF OF AND LAND FROM THE SKI JUMP) BLUE SKIER BOY: We put the ICE, in NICE! PURPLE SKIER GIRL: Totally! But – (TEETH CHATTERING)- I could sure use something to warm up! It’s freezing out here! GREEN SKIER BOY: Hey Eddy, three hot ones! (00:00 – 00:05)</p> <p>2. EDDY THE YETI: (Unintelligible confirmation grunt in autotune to accentuate the yeti’s cyborg-ness) BLUE SKIER BOY: Now THAT’S HOT Chcolate! GREEN SKIER BOY: (blowing sound) PURPLE SKIER GIRL: (blowing sound) (00:06 – 00:10)</p>

ECSTATICALLY STICKING A POPSICLE INTO A FRANKENSTEIN'S MONSTER-ESQUE SNOWMAN NOSE HOLE TO COMPLETE THE CREATION. ELECTRICITY FLOWS THROUGH THE SNOWMAN BRINGING IT TO LIFE. BEFORE HE CAN DO ANYTHING WITH IT THOUGH, A LOUD KID-SOUNDING SCREAM REVERBERATES PAST PROFESSOR POP, CAUSING AN AVALANCHE THAT FORCES PROFESSOR POP TO RIDE A POPSICLE STICK-LOOKING SNOWBOARD DOWN THE SLOPE, EVENTUALLY LANDING NEXT TO THE SKIER KIDS WHO ARE FANNING THEIR TONGUES AND BLOWING FRANTICALLY FROM BURNED MOUTHS.
(00:11 – 00:18)

4. PROFESSOR POP SNOWBOARDS OVER THE THREE SKIER KIDS, BLASTING EACH OF THEIR HOT CHOCOLATES WITH A RAY GUN, TURNING THEM INTO POPSICLE® BRAND PRODUCTS. THE BLUE SKIER BOY'S HOT CHOCOLATE TURNS INTO A FUDGSICLE® POP, THE PURPLE SKIER GIRL'S HOT

3. MUSIC: (BECOMES MORE HIGH-ENERGY AND EPIC DURING THE FRANKENSTEIN SNOWMAN BIT, FOLLOWED BY ADVENTEROUS, COOL TECHNO BACKGROUND MUSIC THAT ACCOMPANIES THE POPSICLE STICK SNOWBOARD SECTION)
PROFESSOR POP: It's alive, It's ALIVE! IT'S... AN AVALANCHE!!!
PROFESSOR POP: Sounds like someone needs a POP quiz.
(00:11 – 00:18)

4. PROFESSOR POP: Oh my! You kids have just tested and proven my latest theory on the perfect treats to beat when it's cold outside!
SKIER KIDS ALL IN UNISON: Professor Pop!

PROFESSOR POP: It's a scientific fact that hot plus cold equals a factor of none and that's no fun! Square your COOL

CHOCOLATE TURNS INTO A FRUIT TWISTER® POP AND THE GREEN SKIER BOY'S HOT CHOCOLATE TURNS INTO A FIRECRACKER® POP.

CUT TO STATIC SHOT OF THE THREE POPSICLE PRODUCTS ROTATING SLOWLY IN FRONT OF THEIR PACKAGE BOXES WITH A SWIRLING BACKGROUND OF WHITE AND BLUE COLORS INTERMIXED WITH SNOWFLAKES AND ICE PARTICLES.

(00:19 – 00:24)

5. TRANSITION BACK AND ZOOM OUT TO THE KIDS ENJOYING EACH OF THEIR INDIVIDUAL POPSICLES WHILE PROFESSOR POP IS ENJOYING HIS OWN RED POPSICLE TOO. OUT OF NOWHERE THE FRANKENSTEIN SNOWMAN COMES UP FROM BEHIND, SNATCHES THE POPSICLE OUT OF PROFESSOR POP'S HAND AND SLIDES DOWN THE SKI SLOPE. PROFESSOR POP AND THE THREE SKIER KIDS THEN GIVE CHASE.
- (00:25 – 00:28)

6. CUT TO PROFESSOR POP SNOWBOARDING INTO THE SCREEN, HIS WHITE

factor with these brrrr-illiant popsicles that go best with the cold!

(00:19 – 00:24)

5. PURPLE SKIER GIRL:
Awesome!
BLUE SKIER BOY: Wow, so cold-
PROFESSOR POP: Not “cold”, “COOL!”
GREEN SKIER BOY: It tastes even better!
PROFESSOR POP: Now you're getting it! HEY! But some experiments never do!
- (00:25 – 00:28)

6. PROFESOR POP: It's not COLD, It's COOL!

OVERCOAT BLOWING UP
INTO A STATIC SCREEN
ADVERT THAT FORMS IN A
BLAST OF ICY WHITE MIST
THAT SPELLS OUT TEXT
BEFORE CUTTING TO
BLACK
(00:28.5 – 00:30)

TEXT:
POPSICLE®
IT'S NOT COLD, IT'S COOL!
(00:28.5 – 00:30)