

CLIENT: POPSICLE®
 PRODUCT: Popsicle Brand Popsicles
 CAMPAIGN: “It’s Not Cold, It’s Cool!”
 TITLE: “Professor Pop – PopSKIcle Slopes”
 WRITER: Micah Levin
 SCRIPT LENGTH: 5-Secs

VIDEO (SHOW TIMES)	AUDIO (TRT)
<p><u>FADEUP ON:</u></p> <ol style="list-style-type: none"> SHOT OF BLUE SKIER BOY, PURPLE SKIER GIRL AND GREEN SKIER BOY ALL FRUSTRATINGLY BLOWING ON MUGS OF HOT CHOCOLATE WHILE STANDING AROUND ON A SNOWY MOUNTAIN PLATEAU SURROUNDED BY TREES ON A SUNNY DAY. (00:00 – 00:02) CUT TO PROFESSOR POP FLYING OVERHEAD AND BLASTING EACH OF THEIR MUGS OF HOT CHOCOLATE, TRANSFORMING THEM INTO THREE DIFFERENT POPSICLE® BRAND PRODUCTS: A FUDGSICLE® POP, A FIRECRACKER® POP AND A FRUIT TWISTER® POP, OF WHICH WE QUICKLY ZOOM INTO, SETTING UP A STATIC ADVERT SHOT OF EACH POPSICLE IN FRONT OF THEIR PRODUCT BOX WITH THE BACKGROUND CHANGED TO A SWIRLING ARRAY OF BLUE AND 	<p><u>FADEUP ON:</u></p> <ol style="list-style-type: none"> MUSIC: (FUN, UPBEAT MUSIC PLAYING IN THE BACKGROUND) KIDS DON’T SPEAK, BUT MAKE FORCED BLOWING SOUNDS AND PANT AS IF THEY’VE BURNT THEIR TONGUES. (00:00 – 00:02) PROFESSOR POP: Haven’t you kids heard of the Theory of RelaCHILLity? Frosty treats are more fun when it’s Cold! (00:03 – 00:04.5)

WHITE COLORS MIXED
WITH SNOWFLAKES AND
FROST PARTICLES
(00:03 – 00:04.5)

3. DISSOLVE TO:
STATIC ADVERT SHOT
WITH POPSICLES
DISPLAYED, BUT NOW
PROFESSOR POP ZOOMS
PAST THEM IN A JET PACK,
CAUSING THE PRODUCTS
TO SPIN QUICKLY,
SHOOTING OUT A BLAST OF
ICY MIST THAT SPELLS OUT
THE CAMPAIGN TAGLINE
(00:04.5 – 00:04.8)

4. CUT TO BLACK
(00:04.8 – 00:05)

3. PROFESSOR POP:
Remember: It's not cold, it's
cool!
TEXT:
POPSICLE®
IT'S NOT COLD, IT'S COOL!
(00:4.5 – 00:04.5)