

Marc Cunningham
Assignment #8
MC 4316G.253

Creative Brief

Due Date: 3/20/13
Client: Gold Peak Tea

Project Name: Assignment 8-Radio/TV Spot
Product: Gold Peak Tea Flavors

The Project

Write one radio script and draw one storyboard for a TV spot

The Objectives

Promote convenience and quality of Gold Peak Tea flavors.

The Target Audience

Youth ages 18-30 who want a sweet refreshing non carbonated drink on the go.

Personality and Tone

Nostalgic, upbeat and family oriented.

Current Mind Set

Gold Peak Tea wants to reach young adults that prefer a more natural beverage without the carbonation and artificial sweeteners who are on the go.

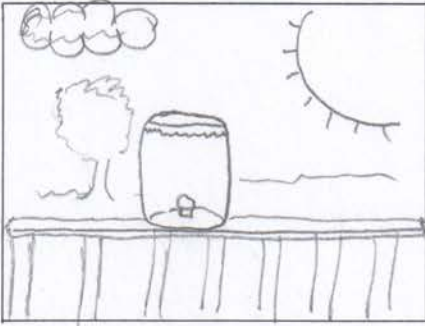
Key Target Audience Insight

The target audience should want to drink Gold Peak because the flavor transports them back to hot afternoon summers and simple pleasures.

Big Idea/Key Concept

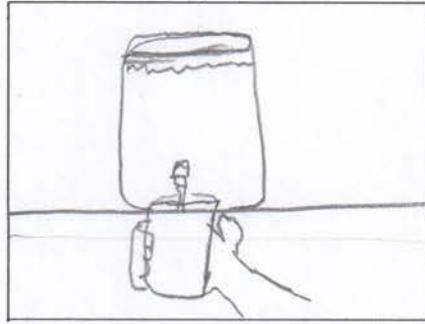
Gold Peak Tea is so refreshingly sweet, crisp and smooth that it is the perfect drink on a hot summer afternoon.

WIDE SHOT OUTDOOR TEA



(2:10 MUMFORD AND SOONS - LOOK OF THE LIGHT.)

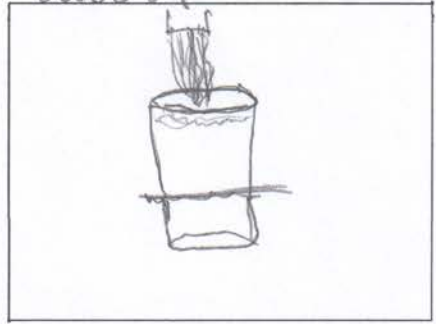
CLOSE-UP



A MAN'S HAND FILLS UP A GLASS OF TEA ON A HOT SUMMER AFTERNOON ON HIS BACK PORCH.

2:18 MUMFORD

CLOSE-UP



THE GLASS BEHIND TO TURN INTO A GOLD PEAK TEA BOTTLE AS HE FILLS IT UP.

2:16 MUMFORD

CLOSE-UP



GLASS BECOMES PLASTIC BOTTLE FULL OF TEA

2:19 MUMFORD

WIDE SHOT



WIDE SHOT OF PARK WITH GOLD PEAK IN MAN'S HAND DURING HOT AFTERNOON!

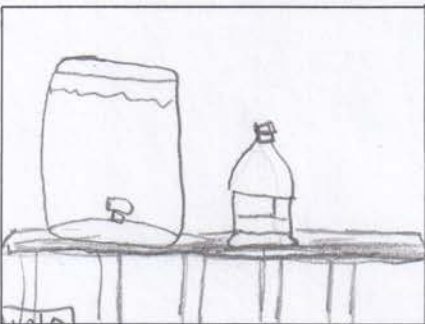
2:21 MUMFORD

CLOSE-UP



MAN ENJOYS COLD ICED TEA OUT OF BOTTLE

2:24 MUMFORD



ANNOUNCER: GOLD PEAK TEA. AS GOOD AS YOUR MOM MADE IT... WITHOUT THE WAIT.

2:40 MUMFORD AND PAPER CUT

Marc Cunningham

Client: Coca-Cola Inc
Product: Gold Peak Tea
Title: Family Reunion
Length: 30 sec
Writer: Marc Cunningham
Medium: Radio

BACKGROUND NOISE: VARIOUS VOICES CHATTING IN BACK THEME--UP.
ESTABLISH. CONTINUE UNDER AFTER 3 SECONDS. VOLUME SHOULD
NOT INTERFERE WITH NARRATION.

MOM: Oh no! I forgot bring my home made iced tea before we left
the house. It took me five hours to brew that yesterday
afternoon

SON: No worries mom, I can go pick up some Gold Peak Tea at the
store. It's so refreshingly sweet, crisp and smooth even Grandma
will approve.

MOM: Well you know Aunt Sue can't drink that sweet stuff!

SON: Gold Peak has six different flavors made with all natural
ingredients and no preservatives, including unsweetened.

ANNCR: Gold Peak Tea- Available in Sweet, Unsweetened, Diet,
Lemonade Iced Tea, Green Tea and Lemon Tea. Try one today
or share it at your next get together.

The sweetness of summer

served chilled.



