Diet Pepsi Commercial Proposal

“Great connections happen with Pepsi”

Proposal created by

**Colin Hite: Videos in Motion**

Our projections suggest that the best target audience will be those watching the Superbowl in the first quarter.

In creating this ad, we wish to accomplish setting a new fresh example for what it means to drink Diet Pepsi, increase your bottom line, and create a lasting positive impression on audiences. To achieve these goals, we will create an advertisement with intrigue and an emotional hook.

Our strategy for this commercial is to show the positive emotional impact that drinking Diet Pepsi has and will have on the consumer. We will illustrate this concept by showing how sharing a Pepsi with someone can lead to a good night, a helping hand, and a lasting relationship.

Demographics

While Diet Pepsi’s core demographic is 18-24-year-old women we wish to expand the user base to include:

14-31-year-old women,

and 14-31-year-old men.

Aligning with Pepsi Cola’s values on inclusivity the advertisement will include demographics of: all gender,

race,

and income levels.

Commercial Premise

Our advertisement will show three simple relatable scenarios. In the first scenario we will show a camp side get together where multiple middle-aged men and women will be seated telling campfire stories laughing and having a good time. We will then see a couple break from behind to show them carrying Diet Pepsi to the group to great praise. Our second scenario will be in the lunch room of a middle school. Kids will be seen eating and enjoying their lunch break when we see a child being left out of the social groups that form with no lunch. We then will see a child walking up to the left-out kid offering a Diet Pepsi and a seat. Lastly, we will see a couple out on a date walking along a city street. After some flirtatious implications one of the two will surprise the other with a Diet Cola handing it off to the other. The scene fades to show the Diet Pepsi logo followed by a quick voiceover that says, “Great connections happen with Pepsi”. We see the couple walk into the distance and the commercial ends.

*Colin Hite: Videos in Motion* looks forward to this great opportunity of bringing the Pepsi Cola Company’s values and goals to the masses in making this commercial. With our in-depth research and our highly talented and motivated team, we believe that this commercial will generate lasting stable profit for the Pepsi Cola Company. Our commercial contains intrigue, emotion, and relatability. All these ideas combined are guaranteed to lead to product sales.

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| VIDEO | AUDIO |
| 1. EXT DEEP FORREST – NIGHT  A group of middle-aged adults sit around a campfire laughing and telling stories.  A couple walks into the circle of friends holding many Diet Pepsi’s  The whole circle smiles and cheers as the Diet Pepsi is passed around.  2. INT SCHOOL CAFITERIA – DAY  A boy nervously sits alone on a long empty table with no lunch.  Another child sees the boy alone without a lunch and gets up from his seat with a Diet Pepsi in hand.  The child offers the boy his Pepsi and a seat with him at his original table lined with other happy children.  The boy accepts and smiles.  3. EXT CITY STREET – NIGHT  A couple is seen holding hands flirtatiously walking down the sidewalk.  The girl of the couple reaches into her purse to reveal a Diet Pepsi to her partner.  They both smile as the partner accepts. | GROUP: Cheering and laughing  FADE IN FOREST FX  FADE IN MUSIC  GROUP: Excited Cheering  FADE OUT FOREST FX  FADE IN SCHOOL FX  CHILD: “Here, come sit with us.”  FADE OUT SCHOOL FX  FADE IN CITY FX  COUPLE: Giggling  FADE OUT CITY FX  FADE OUT MUSIC  V.O.: “Great connections happen with Pepsi” |

PROJECT NAME: “GREAT CONNECTION HAPPEN WITH PEPSI”  
WRITTEN BY: COLIN HITE

DIRECTED BY: COLIN HITE