

BUILD UP

# Hero Film

A blurred photograph of a coastal town at sunset or dusk. In the foreground, there are buildings with light-colored facades and dark roofs. The town is built on a hillside overlooking a body of water where small lights from boats or houses are visible. In the background, large, dark mountains are silhouetted against a sky with warm, orange and yellow hues.

HERO FILM

# *The Flying* Bottle Cap

# *The Flying* Bottle Cap

A film that brings to life Three Cent's intensity from the first to the last sip, across the brand's key occasions, drinks, and audiences.

Never Still  
THREE  CENTS



From a production point-of-view, we recommend adjusting the hero film to consist of three main locations:



A REALLY NICE INDOOR BAR  
(OPENING AND CLOSING SCENE)



SUNSET BAR  
(MID-SCENE)



A BEAUTIFUL GARDEN APERITIVO  
(MID-SCENE)

# *The Flying* Bottle Cap

A couple orders Caribbean Mules at a really nice bar. As the bartender opens a Three Cents Ginger Beer, the cap pops free and is sent on a journey right out the window.

As it travels through the small Mediterranean town, the cap finds its way to a beautiful garden. While a group of friends are enjoying an Aperitivo with G&Ts, the cap flies through the table sending prosciutto in every direction.

It continues its journey to a romantic sunset bar by the water. As a couple toast with their pink Palomas, the bottle cap flies directly through the guy's glass – leaving a hole in the middle.

*VO: A perfect mixer should never fall flat.*

The cap returns to the bar it came from. And BOM! It hits a grand piano! Right next to it we see the woman's Caribbean Mule and an empty Three Cents Ginger Beer. It's only one sip left, but it's still fizzy.

*VO: Three Cents stays intense to the last sip.*

**Super: Intense to the last sip.**

Never Still  
THREE  CENTS

BUILD UP

# Short Film



Based on the hero film we'll make three cut-downs.  
Each version will end on the same packshot.





LOCATION — GARDEN APERITIVO

## SHORT FILM 1

We open on the bartender opening a Three Cents Mixer. The cap pops off and shoots out of the bar.

*VO: A great mixer should keep its flavor to the end.*

It flies through the air all the way to the aperitivo table, sending prosciutto in every direction.

Then it flies back to the bar it came from and hits the piano. Next to it we see a cocktail with only one sip left.

*VO: Three Cents stays intense to the last sip.*

**Super: Intense to the last sip.**

Never Still



LOCATION — SUNSET BAR

## SHORT FILM 2

We open on the bartender opening a Three Cents Mixer. The cap pops off and shoots out of the bar.

*VO: Most mixers surrender halfway.*

It flies through the air, and as a couple toast with their pink, fizzing Palomas, the bottle cap flies directly through the guy's glass.

Then it flies back to the bar it came from and hits the piano.

Next to it we see a cocktail with only one sip left.

*VO: Three Cents stays intense to the last sip.*

**Super: Intense to the last sip.**

Never Still



LOCATION — INDOOR BAR

## SHORT FILM 3

We open in the really nice bar. The bartender opens a Three Cents Mixer. The cap pops off and starts flying around the indoor space.

*VO: A perfect mixer should never fall flat.*

The cap hits the piano in the bar. Next to it we see a cocktail with only one sip left.

*VO: Three Cents stays intense to the last sip.*

**Super: Intense to the last sip.**

*Never Still*



**Intense**

TO THE LAST SIP



*Never Still*  
THREE CENTS