



N O R M A L

coffee + donuts

A Boutique Coffee & Donut Shop

Pitch for Ad Campaign
"PICK ME UP" :15

The New Agency



Let's collaborate.

We are The New Agency - and we want to collaborate with your team on a pitch! This pitch is for an upcoming ad campaign for a new boutique coffee and donut shop called Normal Coffee.

We're looking for 3 styleframes that feature a male character grabbing a pipin' hot cup of coffee and a delicious donut. Due to the timeline and budget, this character should be simple with no facial expressions. It's more about the product than the person, but we still want to include that human interaction.

The ask.

1. A frame with a mid body shot of the character.
2. A second frame featuring the character's hand holding a donut.
3. A third frame should have a full body shot of the character with his purchase.
4. We will also need one additional frame that is a lockup with the logo and coffee cup, or bag of donuts with the logo on it.

*All frames in 16x9 ratio at 300dpi.
More info on the next page.*

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SCRIPT

VO:

When your day is dragging

And you need a little pick-me-up

Order it ahead and get back on your feet

Get back to NORMAL.

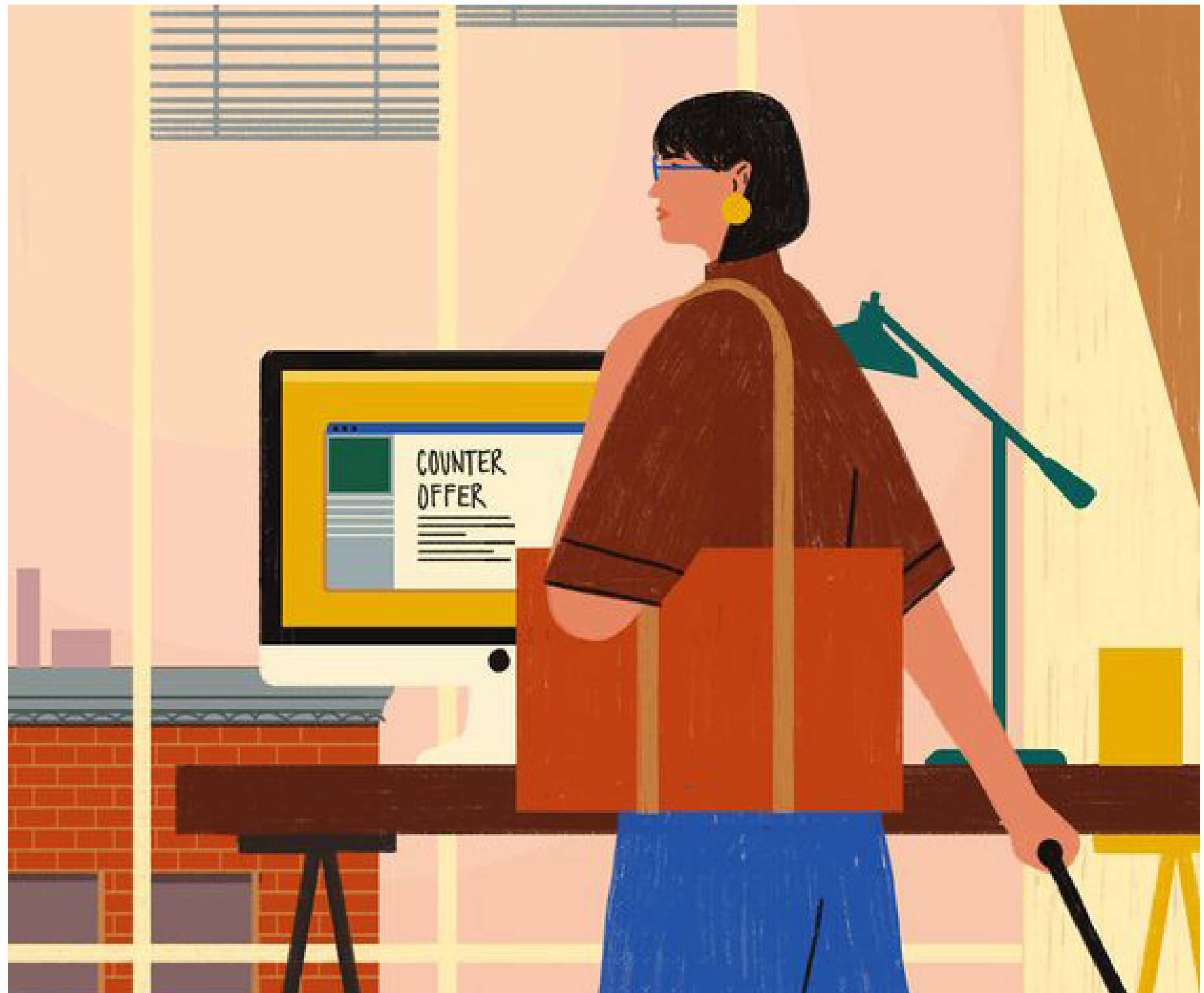
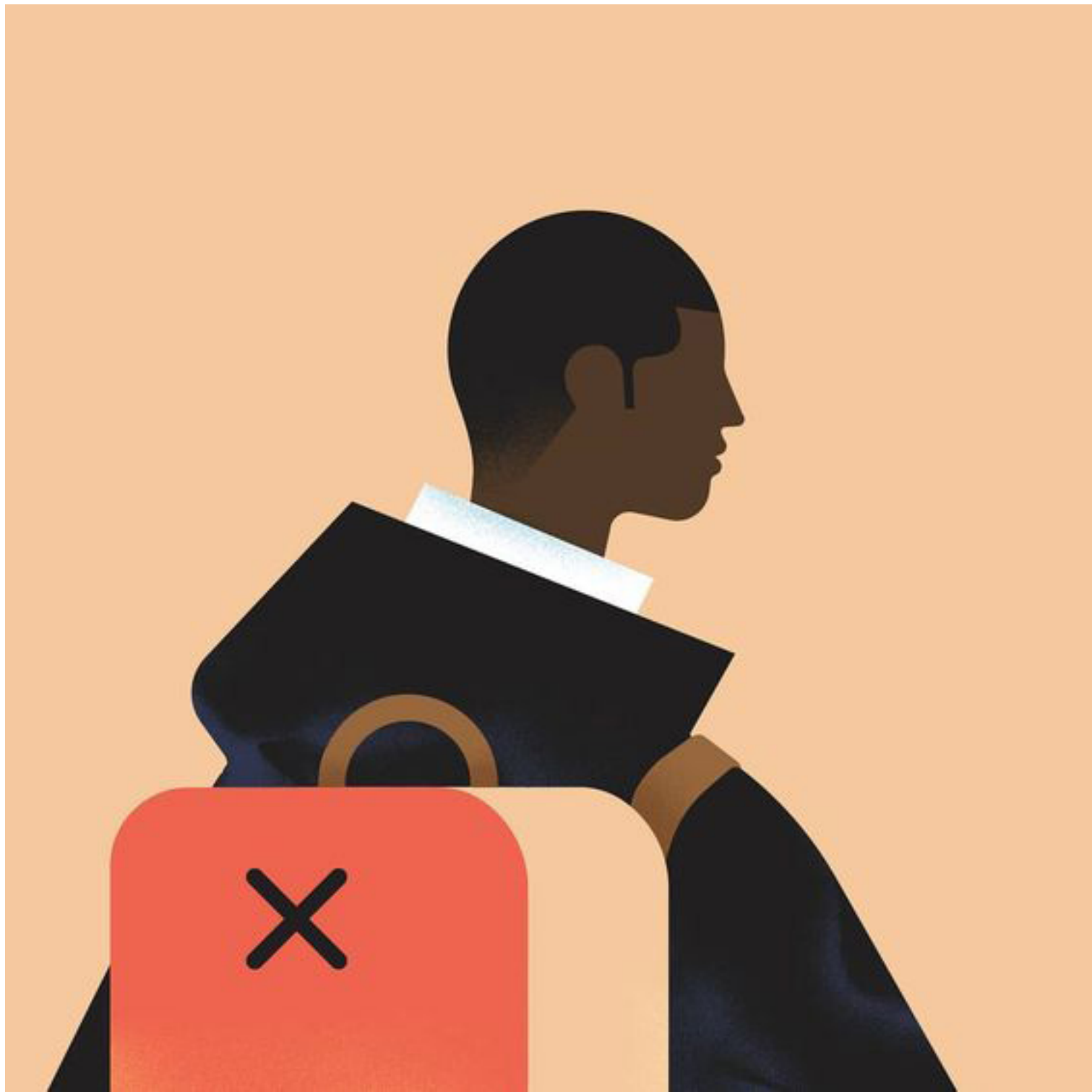
PICTURE:

(Medium body shot, character moping slowly toward a coffee shop.)

(Tight shot of character's hand grabbing a donut from the pickup counter)

(Full body shot of the character now energized, leaves the shop)

(LOGO on bag reveals that the coffee company is called NORMAL Coffee and Donuts)





We look forward to seeing your designs!

The New Agency