

## Coca-Cola “Hits Different” Video Script

*Revision Note: No peer feedback was available before this submission deadline. Revisions were made through self-editing to improve grammar, clarify the imagination sequence, strengthen the ending, and improve production directions.*

Time: 0-8 seconds

Visual: Woman working at a laptop, focused.

Audio: It's been that kind of day

Time: 8-15 seconds

Visual: Another person at a laptop looking exhausted while working on papers and emails.

Audio: It's just one thing after another

Time: 15- 20 seconds

Visual: Girl walks to refrigerator

Audio: Ambient music

Time: 20-25 seconds

Visual: Girl opens refrigerator door, closeup of Coca-Cola can in fridge door

Audio: refrigerator opening

Time: 25-28 seconds

Visual: A close up of Coca-Cola can being opened.

Audio: “pshhht.” sound

Time: 28-30 seconds

Visual: As she takes a sip, the camera slowly zooms toward her forehead. The scene transitions into an imagined adventure where she is rollerblading through New York City.

Audio: Ambient dreamy audio

Time: 30-38 seconds

Visual: Transition to imagination sequence: Girl is now roller surfing the streets of New York's subways. Shows her on roller-skates surfing the subway and then shows her perspective as she weaves around other skaters.

Audio: trendy pop music.

Time: 38-43 seconds

Visual: Bright city lights as the girl comes out of the subway and onto city streets

Audio: trendy pop music

Time: 43-50 seconds

Visual: Girl is now surfing the inside of a large wave. Then shot shows her perspective as she skims her hand on the inside of the wave and views the tunnel like image as she surfs towards the light beyond the wave.

Audio: trendy guitar music

Time: 50-60 seconds

Visual: Girl is now cheering at a football game. Confetti raining down.

Audio: Whistle's blowing, crowds cheering.

Time: 60 – 70 seconds

Visual: Girl is back at her desk holding Coca-Cola can, smiles and sighs.

Audio: Coca-Cola hits different.

Time: 70- 80 seconds

Visual: Girl returns to her desk smiling, refreshed, and ready to continue working. Computer notification appears: "Great work on today's project!"

Audio: Computer ding and ambient music

Time: 80-90 seconds

Visual: Coca-Cola is poured into a cold glass on a counter. On-screen text: Coca-Cola Hits Different. Tag someone who needs a Coke today.

Audio: liquid pouring and "tag someone who needs a coke today."