

CLIENT: POPSICLE®
 PRODUCT: Popsicle Brand Popsicles
 CAMPAIGN: “It’s Not Cold, It’s Cool!”
 TITLE: “Professor Pop - PopSKIcle Slopes”
 WRITER: Micah Levin
 SCRIPT LENGTH: 15-Secs

VIDEO (SHOW TIMES)	AUDIO (TRT)
<p><u>FADEUP ON:</u></p> <ol style="list-style-type: none"> 1. ZOOM-IN SHOT OF BLUE SKIER BOY, GREEN SKIER BOY & PURPLE SKIER GIRL STANDING AROUND ATOP A TREE-LINED, SNOWY SKIP SLOPE DRINKING HOT CHOCOLATE (00:00 - 00:02) 2. CUT TO ALL THREE CHILDREN BURNING THEIR TONGUES ON HOT CHOCOLATE AND SPITTING OUT THEIR DRINKS (00:3 – 00:005) 3. CAMERA QUICKLY TURNS UP TO SHOW PROFESSOR POP JETPACK IN FROM ABOVE AND LANDS NEXT TO THE KIDS (00:06 – 00:09) 	<p><u>FADEUP ON:</u></p> <ol style="list-style-type: none"> 1. MUSIC: (FUN, UPBEAT MUSIC PLAYING IN THE BACKGROUND) (00:00 - 00:02) 2. (All kids in unison) BLUE SKIER BOY: Whoa! PURPLE SKIER GIRL: That’s Hot! GREEN SKIER BOY: Too Hot! (00:03 – 00:05) 3. MUSIC: (BACKGROUND MUSIC GUITAR RIFFS SUDDENLY WHEN PROFESSOR POP ARRIVES AND CHANGES TO A FASTER RHYTHM) KIDS IN UNISON: Professor Pop! PROFESSOR POP: Pop quiz kids: What’s scientifically proven to be more fun when frozen? (00:06 – 00:009)

4. CUT TO SHOT OF PROFESSOR POP PULLING OUT A RAY GUN AND BLASTING THE MUGS OF HOT CHOCOLATE EACH KID IS HOLDING, TRANSFORMING THEM INTO POPSICLE BRAND POPSICLE PRODUCTS, WHICH GET ZOOMED IN ON WHILE THE BACKGROUND OF THE KIDS AND THE MOUNTAIN GET REPLACED WITH NEW BACKGROUND OF SWIRLS OF BLUE AND WHITE AND SNOWFLAKES/ICE CRYSTALS. THE THREE PRODUCTS SPIN IN PLACE TO SHOW OFF THEIR FEATURES. THE BLUE SKIER BOY'S SKI POLE TURNS INTO A FIRECRACKER® POPSICLE, THE PURPLE SKIER GIRL'S SKI POLE GETS TURNED INTO A FRUIT TWISTER® POPSICLE AND THE GREEN SKIER BOY'S SKI POLE TURNS INTO A FUDGSICLE®.
(00:10 – 00:12)

5. TRANSITION BACK TO THE THREE SKIER KIDS AS THEY START EATING THEIR POPSICLE TREATS. WHILE THEY ARE DISTRACTED, PROFESSOR POP BLASTS THE CARROT NOSE OFF OF

4. PROFESSOR POP: Popsicle treats! That's what! My calculations prove that the best treats on a chilled-out day are the cold, not hot! It's proven fact that freezy fun is the best fun! Go on, put my theory to the test!
(00:10 – 00:12)
BLUE SKIER BOY: Yum!
PURPLE SKIER GIRL: Awesome!
Green Skier Boy: That's MY kind of brainfreezer!

5. PROFESSOR POP: Such a BRRR-illiant idea deserves a reward, don't you agree? Don't mind if I do! YOWZER! Remember! "It's Not Cold, It's Cool!"
(00:13 – 00:14.5)

A NEARBY SNOWMAN AND CATCHES IT, TURNING IT INTO A SCRIBBLER® POP BEFORE GRABBING IT MIDDAIR AND TAKING A BITE. THIS CAUSES PROFESSOR POP TO HAVE A PLEASANT REACTION WHICH MAKES HIS JETPACK TO HAVE A MALFUNCTIONING REACTION, BLASTING HIM OFF INTO THE SKY UNINTENTIONALLY

DISSOLVE TO:

6. STATIC SCREEN ADVERT SHOWCASING THE POPSICLES AND THEIR PRODUCT BOXES BEHIND THEM WITH TEXT UNDERNEATH THEM
(00:13 – 00:14.5)
7. CUT TO BLACK
(00:14.5 – 00:15)

TEXT:
POPSICLE®
IT'S NOT COLD, IT'S COOL!
(00:14.5 – 00:15)