

Writer Name: Adegboyega Oshodi

CLIENT NAME: Chug Juice

TITLE: Call to Action

LENGTH: ;30

Audio Talent

(ANNCR: 40s male, middle aged but wise beyond his years, friendly)

"Call to Action" :30 TV

VIDEO	AUDIO
OPEN IN A DIMLY LIT LIVING ROOM. TWO TEENAGE BOYS SIT ON THE COUCH DOOMSCROLLING. THEY LOOK UNINTERESTED, WITH THEIR ZOMBIE-LIKE EXPRESSION.	SFX: FINGERS CONSTANTLY SCROLLING ON THE PAIR OF PHONES. SFX: APPROACHING RAPID GALLOP TOWARDS THE FRONT DOOR. SFX: DESTROYED FRONT DOOR, WITH WOOD BREAKING.
CUT TO A MOUNTAIN GOAT IN THE LIVING ROOM, IN FRONT OF THE DESTROYED DOOR. THE BOYS STARE. IT STEALS THEIR PHONES AND RUNS OUT. A VIDEO STILL PLAYS ON A PHONES. THEY RUN OUT IN THEIR SPORTY OUTFIT TOWARDS THE GOAT, FROM THEIR SUBURB SUNNY NEIGHBOURHOOD.	SFX: GOAT GALLOPS AWAY FROM THE LIVING ROOM. ANNCR: THIRST , THE WORD THAT COMES TO MIND WHEN I THINK OF A CALL TO ACTION. ANNCR: A THIRST THAT NO FAMILIAR DRINK CAN SOLVE, DEMANDING THE UNKNOWN, THE STRANGE OR THE NOVEL.
IT'S NIGHT NOW, THE BOYS ARE RUNNING IN A RAINY, HILLY FOREST. THEY NOW HAVE A HEADLIGHT, AND A RAIN JACKET.	SFX: HEAVY RAIN IN THE FOREST. ANNCR: ITS ORIGIN CANNOT BE EXPLAINED, CANNOT BE COMPREHENDED...

CUT TO THE BOYS ON AN HILLY HIGHWAY, PANTING, STOPPING ON THE SIDE. THEY SIT AND THEY LOOK AT THEIR SIDE. A GROUP OF RUNNERS APPROACH THEM, WITH OF THEM HANDING THE BOYS A CHUG JUICE HYDRATION GEL. THEY CHUG IT, READY AGAIN.	SFX: BOYS PANTING. SFX. APPROACHING GROUP FOOTSTEPS. SFX: BOYS CHUGGING THE JUICE..
CUT TO THE BOYS RUNNING UP A MOUNTAIN. THEY REACH THE TOP AND STOP. THEY SEE THE GOAT HOLDING THEIR PHONE IN FRONT OF THE BEAUTIFUL VIEW. CUT TO BLACK AND THE CHUG JUICE LOGO APPEARS. TAGLINE APPEARS: FULFILL THE CALL.	ANNCR: BUT ALL WE CAN DO, IS FULFILL THAT CALL TO QUENCH THE THIRST.