

VIRAL VIDEO SCRIPT

Client: Sardines	Description: Sardines Love The 90s		Length: 2 minutes
Date: 3/14/16	Job #: xxxxxx	Comm #:	TEAM: SN/EY/JB

Copywriter: John Bracchitta

Tag/Comm. # VIDEO

AUDIO

Open on wide shot of a coffee shop right out of the 1990s. A small crowd is surrounding LISA KUDROW as she sits on a stool with a guitar

LISA: Hi... well this all seems sorta familiar... Probably haven't been here in about a decade or so, not that anything has changed

Cut to crowd, staring blankly back at her. They're wearing 90s-era clothing and don't think there's anything wrong with that. It's awkward.

Cut back to Lisa, who is recognizing the awkwardness. She wants to move on.

LISA: Uh, yeah. Anyway... (nervous Phoebe-from-*Friends* style chuckle) So I used to play a song that was about a cat...

(Offscreen) AUDIENCE MEMBER:
(screaming) WOO, Yeah Smelly Ca....

LISA: (Interrupting) ... We know what it's called. No need to say it... (to herself) no need to get sued... (back to crowd) But yes, you're clearly aware of the song. Well now I'm back here with another song about a food some people think is smelly... that some people think is weird... and I hope when I'm done maybe you'll give them a chance...

Cut to the crowd. The awkwardness is over. They're moved.

Cut back to Lisa who quickly shoots a thumbs up and a nod to her left where a Men In Black (MIB) -looking man wearing a black suit, black glasses, and one suitcase that clearly reads "SARDINE COUNCIL" on its side is standing. She focuses back on the crowd and begins to sing.

LISA: (Singing) Smelly fish, smelly fish
Why aren't they eating you
Smelly fish smelly fish
They should be taught....

Pan over to the man in black. He spins his finger in a circle, signaling that he doesn't want the song to be over.

Cut back to Lisa, who panics for a moment before continuing

LISA: (tacking onto the last verse, singing quickly)...About sardines and their surprisingly tasty flavor... as well as their numerous health benefits that include high levels of calcium and vitamin D that are crucial to maintaining healthy bones and high nutrition...

Cut to man in black, who nods his head in approval.

Cut back to Lisa

LISA: Whew... yeah... sardines... They're, uh, you know they are actually really good. You should really try them. That health stuff is really true and they are pretty tasty on some bread or a salad... Trust me, you'll like them much more than you think you will.

Cut to the crowd. An Elaine Benes-like woman seems intrigued, reaches off-screen and picks up a treat made with sardines. She takes a bite and her eyes light up, she starts to do the "Elaine Dance"	GIRL IN CROWD: Wow, that actually does taste really good.
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Cut to Lisa, who suddenly gets excited in a very Phoebe-esque way	LISA: I know right!!! They really sneak up on ya, those tasty sardines! Those dance moves sure catch you off guard too... (pauses) How about another verse??
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Cut to crowd, and the man in black who all stand up in approval	CROWD: Yeah!!
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Cut back to Lisa, who is looking at the man in black awkwardly	LISA: That guy in black is so weird... Anyway... (singing) Smelly fish, Smelly fish you are a superfood smelly fish, smelly fish, you're the perfect alt...ernative to other snacks that aren't as convenient to eat on the go and are less healthy.
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LISA: (not singing, pointing out to the crowd) You two, will you try sardines with me?

	Cut to a set of twin girls, reminiscent of the Olsens from <i>Full House</i>
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TWINS: You got it, dude!

	Cut to Lisa
	Lyrics appear on video with bouncy ball over them so people can sing along.

LISA: Oh, 90s references... one more verse!

(Singing)
Smelly fish, smelly fish,
I want to eat so much more of you
Sardine fish, sardine fish,
On a salad or a tall... sandwich. (not singing) Or... just a big sandwich, or something. Okay that one really didn't rhyme but whatever. Everybody sing!

CROWD SINGS ALL THREE VERSES TOGETHER

	Zoom out to see the entire coffee shop singing. Text on screen reads: SARDINES. Full of Goodness
	Cut to a fish tank where animated characters that look like Spongebob Squarepants and Patrick are looking on
	FADE OUT

SPONGE: They picked Kudrow for this video over us?