

Client: Dave's Gourmet

Length/ID: :30/TV
Ultimate Insanity Sauce – “Revive Your Meal”

A wheeled stretcher is being pushed frantically down a hospital hallway towards an operating room. Various clips of the wheels turning, panicked faces, the patient's heart monitor, and the eye view of the nurse pushing the stretcher are shown. You can hear a constant steady beeping from the patient's heart monitor. The commercial is shot in a cheesy, dramatic, and soap opera like fashion.

VIDEO

Wheeled stretcher is being pushed frantically.

Doctor holds the door open to operating room.

The stretcher is lifted onto the operating table. The patient is not visible.

Shows frantic face of nurse 3 as the patient's heartbeat slows.

The heart monitor begins to flat line.

Doctor's panicked face.

Nurse hands doctor a bottle of Dave's Insanity Hot Sauce.

Doctor pours Dave's Insanity Hot Sauce on the patient, which is now shown to be a plate of chicken wings.

Doctor and nurses begin celebrating.

Zoomed in frame of doctor's face as he's eating the plate of chicken wings.

AUDIO

Nurse: We need to get him to the operating room immediately!

Doctor: We don't have much time.

Nurse 2: OH NO! NOT AGAIN!

Nurse 3: Lord, help him.

Doctor: We're losing him.
(High pitch constant tone of heart monitor)

Doctor: Hand me the defibrillator.

The heart monitor's constant beeping starts up again.

Sounds of clapping and shouts of relief are heard.

Doctor: Revive your meal with Dave's Insanity Hot Sauce. Visit davesgourmet.com to find the cure to lifeless entrees.

CREATIVE BRIEF:

→ Specific Target Market: 18 to 45-year-old males

→ Strategy: Use the combination of drama and suspense to elicit attention, and then use an element of surprise and humor, which causes the customer to remember that Dave's Insanity Sauce can make meals more enticing.

→ Support: The commercial is humorous, fun, dramatic, different, and intriguing like the actual product.

5 DIFFERENT TV IDEAS:

1) A "hot" celebrity, such as Angelina Jolie, will put a small drop of Dave's Insanity Hot Sauce on her food. After she eats it her breath turns into fire, and she will say "and you thought nothing could make me hotter."

2) A boring dull meal in black and white will be shown. Then a drip of Dave's Insanity Hot Sauce will transform the meal from black and white into a vibrant delicious looking meal ready to serve to your guests. Thus, making you the best host or hostess.

3) The winner of top chef will be shown. He will say, "want to know my secret to a delicious meal every time? ...A drop of Dave's Insanity Sauce." The top chef will then advertise a Dave's Insanity Hot Sauce "cook off" where the best recipe incorporating the hot sauce will win a cruise to a hot location.

4) An operation room scenario, consisting of a meal on sitting on an operating table (without you seeing who the real patient is). The heart monitor sound would begin flat lining, and then the doctor will ask for Dave's Insanity Hot Sauce. After pouring a drop of the hot sauce on the patient (a chicken meal that will then be shown), it will be revived.

5) The commercial would start off by displaying text on a black background that says, "Don't Try This At Home." Then a series of clips of pranks using Dave's Insanity Hot Sauce will be shown.