

30-sec TV Spot
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White Claw

VIDEO

FADE INTO AN AERIAL WIDE SHOT OF BLURRED IMAGE OF A MAN WALKING ON A STREET IN TOWN. TEXT APPEARS ON SCREEN SAYING: “IN GEORGIA IT IS ILLEGAL TO KEEP AN ICECREAM CONE IN YOUR BACK POCKET ON SUNDAYS.”

ZOOM TO A FULL SHOT OF MAN WALKING DOWN STREET IN SAVANNAH, GA.

CUT TO CLOSE UP OF MANS FACE HUMMING.

CUT TO CLOSE UP OF ICE CREAM CONE IN BACK POCKET.

CUT TO MANS FACE AGAIN.

CUT TO AERIAL SHOT OF COPS AND SWAT ALL DRIVING IN AND SURROUNDING MAN.

CUT TO MAN BEING ARRESTED AND POLICE OFFICERS IN HAZMAT SUITS CAREFULLY TAKING THE ICE CREAM CONE OUT OF MIKE’S POCKET AND PUTTING IT IN AN EVIDENCE BAG.

CUT TO SHOT FROM INSIDE THE POLICE CAR AND MIKE DRINKING A WHITE CLAW IN THE BACK.

OFFICER TURNS, SMILES, AND NODS AT MIKE.

MIKE SMILES

FADE TO BLACK.

AUDIO

SFX: CHURCH BELLS RINGING

MUSIC: BUILD ME A BUTTERCUP STARTS

ANNOUNCER: In Georgia, it is illegal to keep an ice cream cone in your back pocket on Sundays.

[MIKE HAS HEADPHONES IN, HUMMING ALONG TO THE TUNE OF BUILD ME A BUTTERCUP. HE SIPS OUT OF A WHITE CLAW AS HE WALKS.]

MIKE: [SINGING TO HIMSELF] Why don’t you build me a, build me a, buttercup baby just to let me down and mess me around.

SFX: POLICE SIRENS.

[PANIC IS SEEN IN MIKE’S FACE.]

Police Officer: [THROUGH MEGAPHONE] Stop right there! Put your hands up! You are under arrest!

ANNOUNCER: There are still some laws when your drinking claws, even the odd ones. Visit www.whiteclaw.com/oddlaws to see some more.

[Sped-Up] You have to be 21 and over to consume alcohol. Please drink responsibly.

OFFICER: Oh hey, is that mango? That’s my favorite.