

La Croix Sparkling Water
:30-Second Spot
"Big Loss, Small Victory"

Talent:

(WIFE: 40s-50s female, excitable, looks overly-nurturing, giddy, very eccentric, but loving)

(HUSBAND: 40s-50s male, grumpy, very masculine and not normally expressive)

(ANNCR: 20s-30s male, soothing, pleasant, very laid back)

OPEN ON HUSBAND AND WIFE SEATED ON THE COUCH, ILLUMINATED BY THE TV. THE HUSBAND IS RELINED LAZILY; THE WIFE IS UPRIGHT AND PERKY, STARING AT THE HUSBAND.

CUT TO WIFE STILL WATCHING HUSBAND, EYES WIDE, LOOKING EXCITED BUT ANXIOUS.

WIFE (VO): (ANXIOUSLY) Another Sunday, another game...

CUT TO HUSBAND LOOKING UNAMUSED, SITTING BACK ON COUCH, ONE ARM RESTING ON THE ARM OF THE COUCH, HOLDING LA CROIX.

HUSBAND: (AGITATED) I can't believe thi-

SUDDENLY HE JERKS UPRIGHT, LEANING IN TOWARDS THE TV, EYES WIDENING.

HUSBAND: (WITH NEWFOUND EXCITEMENT) Oh! Oh, oh, oh!

CUT TO SHOT OF BOTH THE HUSBAND AND WIFE, HUSBAND STARTS RISING FROM HIS SEAT SLOWLY WHILE THE WIFE CONTINUES TO WATCH HIM INTENTLY FROM HER SEAT.

(SFX: TV SOUNDS GET LOUDER)

HUSBAND: Come on! Come *on!* Yes, yes, yes!

SUDDENLY HUSBAND THROWS HIS HANDS UP, HIS FACE SCRUNCHES IN ANGER AND HE FALLS INTO HIS SEAT, DEFEATED.

HUSBAND: No!

(SFX: TV GETS QUIETER AS THINGS SETTLE DOWN)

CUT TO SHOT OF AGAIN OF WIFE LOOKING AT HER HUSBAND EAGERLY.

HUSBAND DEFEATEDLY LIFTS HIS CAN OF LA CROIX TO TAKE A SIP. AS SOON AS IT TOUCHES HIS LIPS, HIS WIFE JUMPS OFF THE COUCH FERVEROUSLY AND STARTS TO CHEER WILDLY.

(SFX: OVEREXCITED CLAPPING AND LAUGHING)

WIFE: (OVEREXCITEDLY) Woohoo! Yes, yes! Yay!

HUSBAND JUMPS, STARTLED. WITHOUT MOVING, HE TURNS HIS HEAD SLOWLY, THE MOST BAFFLED, CONFUSED, AND BEWILDERED LOOK ON HIS FACE. WIFE LOOKS AT HIM AND STOP ABRUPTLY, EMBARRASSED BY HER EXPRESSIVE OUTBURST.

ANNCR (VO): The home team lost, but it was still a small victory for you. And when what he's drinking is all natural, you'll have something to cheer about every game night.

SUPERIMPOSE: PRODUCT SHOT, LA CROIX CAN
WINNING, NATURALLY.

ANNCR (VO): La Croix Sparkling Water. Winning, naturally.