

DELTA SONIC

“First Kiss” (Commercial Script)

Subject Info: Delta Sonic Car Wash Systems, Inc. has over 20 locations across the Northeast.

Goal/Objective: This spot was created to promote Delta Sonics’ signature touch-less carwash, the Super Kiss.

Writer’s Notes: Off the bat, there was a lot of potential in the name ‘Super Kiss.’ A kiss is typically fun and playful. It is an action that conveys care. Many car owners care for their cars.

Given that Delta Sonic is a well known and successful company, I wanted to target people who may not have been current customers, people who have yet to experience their first Super Kiss. There was my inspiration – the first kiss. It is an experience that is relatable, fun, diverse and almost certainly memorable. Add the car gushing at its’ first Super Kiss and the connection is complete.

DELTA SONIC

“First Kiss” :30

Writer: Takacs

VIDEO	AUDIO
	<i>(Final dialogue will be from actual comments given by interviewees)</i>
<i>GFX: Tell Us About Your First Kiss</i>	Playful, romantic music.
Warm interview setting with stylized background. SHERRY, a sweet brunette in her mid forties.	<u>Sherry</u> : First kiss, wow that was a long time ago.
MEGAN, a cute, blonde twenty something.	<u>Megan</u> : I think it was Tommy Manarino.
DAN, an everyman in his late twenties.	<u>Dan</u> : Theresa Williams.
LORI, a playful woman in her thirties.	<u>Lori</u> : The neighbor boy. Yup, on the swing set with the neighbor boy.
GREG, a cocky twenty something.	<u>Greg</u> : We were on the dance floor and they were playing Meatloaf. Starts singing “I Would Do Anything For Love.”
MOLLY, an adorable but embarrassed seven year old tries to cover her face with her hands.	<u>Molly</u> : (giggling)

<p>TONY, an easy-going guy in his mid thirties.</p>	<p><u>Tony:</u> I was four...</p> <p><u>Interviewer:</u> (off screen, interrupting) Four?</p> <p><u>Tony:</u> Yeah I started young.</p>
<p>JAMES, a charming and sincere guy in his forties.</p>	<p><u>James:</u> She was <i>really</i> cute.</p>
<p>MARY, a passionate brunette in her thirties.</p>	<p><u>Mary:</u> Oh, I still remember it like it was yesterday.</p>
<p>A shiny red Chevy MUSTANG sits quietly for a moment before it seemingly goes haywire with enthusiasm – engine revving, horn blowing, wipers flapping, lights flickering – the works.</p>	<p><u>Interviewer:</u> (off screen) And what was your first kiss like?</p> <p>Engine revs. Horn Blows. Happy Car Sounds!</p>
<p>Footage from carwash. <i>GFX – Delta Sonic Logo</i></p>	<p><u>Announcer:</u> At Delta Sonic, our Super Kiss package is the finest touch-less wash treatment you can give your car. It's a kiss it won't soon forget.</p>
<p>Car is still going haywire. Owner walks up and begins buffing the car to calm it down.</p>	<p>Car sounds muffled.</p> <p><u>Interviewer:</u> (off screen, laughing to self) That is one happy car!</p> <p><u>Producer:</u> (off screen as if shouting to production assistant) Can we get like a water or an oil or something?</p>