

Client: KFC

Title: New Popcorn Chicken

Date: 9 9 03

Length: :30

VIDEO:

AUDIO:

Shot of guy with his girlfriend.

New bigger better KFC Popcorn
Chicken
Got it. Be right back.

Shot of guy in the car with several
popcorn chicken containers on
the seat. Shot from POV of
containers.

Come on.

Shot of red traffic light.

Shot of guy holding container
and a piece of popcorn chicken.

Hmm. These are bigger.

Quick shot of green light.

Shot of guy popping chicken into
his mouth and chewing.

Wow! Better to.

Close up of guy holding a box of
popcorn chicken and eating them.

Anncr: New KFC Bigger, Better, Popcorn
Chicken. So good,

Shot of girlfriend holding
container upside down and
holding two nuggets in her other
hand.

Anncr: You better get yours in person.

Quick shot of guy with cheeks
bulging. KFC Logo.

Guy: (With mouth full) What?
Anncr: There's fast food. . .then there's KFC!

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