



DUNKIN' DONUTS-TV SPOT

By Alyssa Santiago

FRAME 1

-Man fighting his sleep on train



VO: *SONG STARTS*
*Oh, you can tell by
the way my head nods
off (cont.)*

FRAME 2

-Cut to: Him walking tiredly now, HE
STOPS (RECORD SCRATCHES, SONG STOPS) , looks up to see "Dunkin'
Donuts"



VO: *I'm a tired man,
no time to talk.*

FRAME 3

Cut to: *MUSIC STARTS UP AGAIN* Man walks happily, drinking Dunkin



VO: Seize your
day with the
right drink.

FRAME 4

-Cut to: man in class, wide awake, being productive



VO: *ah ah ah ah*
STAYIN' AWAKE,
STAYIN' AWAKE
(cont.)

FRAME 5

-Cut to logo and tagline



VO: AMERICA RUNS
ON DUNKIN!

MUSIC PLAYS *ah*
ah ah ah,
stayin'
awakeeeeeeeee!