

## **Pepsi Consumer Draft Initiative :60**

MUSIC: MALE VOCALIST DOING JAZZY SCATTING BASE LINE UNDER, ACCOMPANIED BY STANDUP BASS AND HIGH HAT.

ANNCR: (RESONANT, HIPSTERISH VOICE) Here's a cool little number we call "Goldilocks And The Three Jerks," about how to find quality fountain drink refreshment. Once upon a time, Goldilocks popped into a restaurant that didn't show the Pepsi Draft Quality Seal ...

JERK #1: (ABRASIVE, NEW YAWKISH) One pop, right here!

GOLDIE: (VERY HIP, SAVVY, A BIT VALLEY. SFX: SIPS DRINK) Like, excuse me, but I ordered soda pop and you gave me this utterly tasteless colored water?

JERK #1: Pop is pop!

ANNCR: So Goldilocks went elsewhere.

JERK #2: (QUAVERING NERD VOICE) Here's your drink, miss.

GOLDIE: (SPUTTERING AT TASTE OF DRINK)

JERK #2: (OVER HER SPUTTERS) Too syrupy?

ANNCR: So then Goldie checked in at a cool little bistro that poured Pepsi.

JERK #3: (VERY EAGLE SCOUT) One Pepsi!

GOLDIE: (SIPS) This Pepsi is el perfecto!

JERK #3: That's because of the Pepsi Draft Quality Initiative, miss.

GOLDIE: Syntax me, babe.

JERK #3: All across America, Pepsi and participating restaurants that display the Pepsi Draft Initiative Seal of Good Taste are making sure their Pepsi taste great -- and their customers are satisfied!

ANNCR: The moral? When you want a fountain drink that tastes just right, ask for Pepsi, Diet Pepsi, Slice or Mountain Dew.

JERK #3: The Pepsi Draft Quality Initiative. It's a mouthful, but it tastes great!

GOLDIE: You're fabuloso cute -- for a jerk.

JERK #3: Soda jerk, miss.

GOLDIE: Whatever. (SLURPS DRINK)

MUSIC OUT: (SCATTING) ...doo-be-a-da-be-bop --  
*aahhhhhh!* (EFFERVESCENT POUR, SYNCHED TO "AHHH!")