

Budlight
“Campfire” TV :30
Commercial Treatment by Tillery Johnson
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Synopsis

We open on a man (30ish) running through the woods. He looks behind him; something is after him. We hear the heavy breathing of a “beast”, the crunch of its footsteps on the forest floor resounding.

Up ahead: the light of a campfire. Three guys sit around the campfire drinking. The running man is desperate to get to that fire. Its light is in stark contrast to the darkness he’s running through. It appears to be a safe haven.

The “beast” is getting closer, although we still don’t see any sign of it. We only hear its rapid approach.

The light is so close now, only yards away. A lone Budlight bottle sits on a stump in the circle of firelight. It glistens in the light as sweat drips down the neck of the bottle.

The man dives through the air, arm outstretched, reaching desperately for the Budlight. He goes into slo-mo as he dives, landing just in front of the bottle, his hand firmly grasping it. Suddenly we hear the voice of a woman, “Tom?”

We cut to a kitchen where the man who was just running has that same hand around a Budlight in the open refrigerator. The light of the fridge mimicking the light of the campfire.

His wife stands behind him. We realize that it wasn’t a beast after him at all, just his wife. The campfire itself wasn’t real but actually a representation of the escape a cold, refreshing Budlight can offer from the everyday stress of life.

“Will you take out the trash first?” she asks.

The man doesn’t take his eyes off the Budlight; the look of longing on his face grows.

We cut to the Budlight logo typical of their other commercials. The words “Escape into the great taste of a cold Budlight” appear on the screen as the Budlight Voice reads them.

We cut back to the campfire where the other three men are still drinking their beers, sitting comfortably around the fire.

We hear the voice of another woman, "Sweetie?" And one of the men disappears, leaving his still sweating Budlight behind in his empty chair.

We hear another woman, "Babe?" as another of the men disappears, nothing but the beer remaining.

And a final woman, "Honey?" as the last man disappears.

As we linger on the lonely fire, the Budlight logo appears over top of it as the scene blurs into the background.

Notes

This 30 second spot will appeal to the man's sense of humor by playing off of the stereotype of the typical duties that come with living with a woman. Even the happiest relationships contain occasional feelings of suffocation and the need for a brief escape so the commercial will appeal to a universal male audience.

Also adding to the air of manliness is the campfire. Camping has always been a traditional male activity for relaxation and so will associate the great taste of Budlight with a calm atmosphere.

These two elements will make the average male viewer laugh while implanting the thought of relaxing with an ice cold Budlight in his mind.