

## **New England Coffee Radio Campaign**

The Visit

:30 Radio (to mix and match)

(Door opens and closes. Stool slides on floor.)

OLDER MAN: How ya doing?

YOUNG MAN: (A bit discouraged.) Ever have one of those days?

OLDER MAN: Ohhhh yeah. What can I get for ya?

YOUNG MAN: Better make it strong. Whacha got?

OLDER MAN: Well...I've got French Roast...or how 'bout Colombian Supremo?

YOUNG MAN: Perfect. (Relieved.) Thanks Dad.

ANNCR: Special moments, like New England Coffees, come in many flavors. What's your favorite?

New England Coffee – Where coffee is a passion.

The Test

:30 Radio (to mix and match)

(Soft, romantic music in the background.)

WOMAN: (In a soft, teasing voice.) Alright, this is a test of how in-tune with this relationship you really are.

MAN: Soft chuckle.

WOMAN: Each correct answer earns you a kiss.  
French Roast?

MAN: That B&B in Maine.

WOMAN: (Kiss.) Colombian Decaf?

MAN: Our first date.

WOMAN: (Kiss.) Breakfast Blend?

MAN: Our second date.

WOMAN: (Fake shock.) You wish! (Play fighting. Laughing.)

ANNCR: Special moments, like New England Coffees, come in many flavors.  
What's your favorite?

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Good Morning  
:60 Radio

(Alarm clock goes off.)

WOMAN: (Yawning.) Mornin'.

MAN: (Grunts.)

WOMAN: I'm gonna brew up some of that New England Coffee Cinnamon Hazelnut...want some?

MAN: (More awake.) Awe...why don't we have the Colombian Supremo instead?

WOMAN: (More awake.) Because – lazy bones – I'm the one getting' out of bed to make it, and I want Cinnamon Hazelnut.

MAN: (Much more awake. Sheets rustle as he sits up.) Let's make a deal. If I can get my pajama top into the laundry basket from here, (his voice muffled a little as he takes his top off) we have the Colombian.

BOTH: (In that disappointed sports fan tone.) Ohhhh.

WOMAN: That was sooo lame. I could totally hit that from here. (Her voice muffled a little as she takes her top off.) Watch me. (In that disappointed sports fan tone.) Ohhhh.

MAN: Mmmmmm... (Sheets rustle.)

WOMAN: (A little coy.) What?

MAN: Alright, you win. Cinnamon Hazelnut it is...later.

BOTH: (Giggles/coos. Sheets rustle.)

ANNCR: Special moments, like New England Coffees, come in many flavors. What's your favorite?

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Great Taste  
:60 Radio

(Ball game on TV in background.)

WOMAN: Honey, sometime we need to talk about what we're going to paint the kitchen.

MAN: (Not very sincere.) Sure Honey, anytime.

WOMAN: Great! (Clicks off TV.) Now's good for me too. I've narrowed down the choices. (Large number of swatches dumped out of a box.) I'm thinking something warm, deep, rich. Like this mocha.

MAN: (Still disinterested.) Uh huh.

WOMAN: I want it to be smooth but complex. Ya know what I mean?

MAN: (Coming around.) Yeah.

WOMAN: Maybe something creamy...like this chocolate cappuccino.

MAN: (Definitely coming around.) Yeah.

WOMAN: Maybe something nutty. Like this cinnamon. Or this hazelnut. What do you think?

MAN: (Enthusiastic.) That's it! Cinnamon Hazelnut. Honey, you have such great taste. I'm going to the kitchen right now. (sound of him leaving room.)

WOMAN: ...ah...yeah...but...great.

(Water running in another room.)

WOMAN: Honey...what are you doing? Honey?

ANNCR: Life, like New England Coffee, comes in many flavors. What's your favorite?

New England Coffee – Where coffee is a passion.