

NESCAFE VIRAL

“Coffee rings ”

Open on a top shot of two full cups of coffee on a tabletop, there is some slight regular shaking making the coffee ripple slightly. We see a man and a woman's hand come in and take the cups leaving two separate coffee rings behind.

The camera slowly pans in towards the two rings. We can see the raised surface of the liquid as it sits on top of the surface.

The gentle rocking motion of the table causes the liquid of one of the circles to extend out towards the other. As it makes contact a line starts to break out on the other side of the other ring.

Slowly the line from the first circle forms an arrow, while the line of the second forms a cross.

The camera then starts to pull out to reveal the rings are on a table in a train carriage. Suddenly there is the sound of the train's horn as the it enters a tunnel and the whole scene is plunged into darkness, accompanied by a sexy giggle of the woman in the compartment.

Super boxed end frame and Nescafe One thing leads to another.