

## **NESCAFE RED CUP**

### **30 SEC TV**

#### **'First thing'**

Open a room, it is very dark, as it is very early in the morning. We can hear the noise of someone rummaging around; there is a stifled exclamation as he stubs his toe on a piece of furniture. Suddenly he finds what he is looking for and a beam from a torch lights up his face. He shines it around the room and we can see a lump under the sheets accompanied by the sound of gentle snoring.

Cut to him switching the kitchen light on, he shuffles over to the kettle and switches it on. He then gets the Red cup jar from out of the cupboard and spoons in some coffee into a flask.

Cut to a close up of the granules dissolving in hot water.

Cut to him sniffing the flask and smiling to himself he then puts the top on. He's tempted to have cup but a glance at the clock tells us he doesn't have time.

Cut to the torchlight flickering around as wheels his bicycle, quietly out onto the road. He then slings his little bag over his shoulder and fastens the torch to his handlebars with a belt.

Cut to a long shot of him cycling down a road humming to him self. The beam of the torch and his humming wavers, a little, as he runs over some ruts in the road.

Cut to him opening a small door and making his way up some stairs.

Cut to a close up of him sitting down on a small rug with his flask. Now is the right time he opens the flask, pours him self a cup and takes along appreciative sip. He then

leaves forward and starts to chant the call for prayer. It is only now that we realise he is an Imam.

Cut to wide shot of the mosque and city around it. As his cheerful and slightly more musical voice sounds out across the city it suddenly stops and we hear the sound of him sipping from his coffee and then start to sing again. We can see the lights start to come on all around the city.

Cut to Jar and steaming red mug.

Super: Great days start with Nescafe Red Cup.

(Alternative endings: -He could actually use a guitar and sing a song – too risky?  
-He could not sing and just use the sipping to call everybody to prayer.  
-He could sing take sip and then we cut to other people having their morning coffee smiling when they hear him sip.)