

Bigelow Tea Ad - "With Bigelow, the World's Aglow"

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	Visual	Audio
1 00:00	CU of a woman's twitching eye.	Fast-paced, stress-inducing music plays.
2 00:04	Shot zooms out to show a businesswoman sitting in an office; a laptop is open before her, she's writing on a sheet of paper, and she's talking on the phone. She briefly looks up to smile and wave at a coworker before abruptly returning to her work, exasperated.	NARRATOR: Sometimes, we need something to get us going. With all the work we do, we deserve only the best.
3 00:10	The woman takes a sip of coffee. Shot zooms in on her mouth as she drinks.	NARRATOR: Wait, Nancy, that's not -
4 00:13	Abrupt full-body shot. She is now jittery, bouncing her leg and clicking her pen.	NARRATOR: And there she goes again. Now, not only is Nancy overworked, but also nervous and jumpy, until...
5 00:18	Nancy's head slams down on her desk.	NARRATOR: The Crash. NATS: CRASH
6 00:21	Nancy lifts her head up slowly, moving groggily. Her eyes keep closing and she repeatedly jolts herself awake.	NATS: PHONE RINGING
7 00:25	Nancy reaches for the phone. She begins to speak.	An angry female voice shouts unintelligibly on the other end. NANCY: Uh, hi. Umm... Yeah. Uh huh. I'll go see...
8	She puts the phone down and rests	NARRATOR: Not a

00:30	her head on her arms. Screen fades to black.	great day for Nancy.
9 00:34	Transition into Nancy and a smiling businessman talking inaudibly in a cafe. He hands her a glowing box of Bigelow tea.	NARRATOR: Luckily, Nancy's friend gave her a box of Bigelow tea – and Nancy's not-so-great days became some pretty great ones.
10 00:42	Transition into Nancy in the office again. She's smiling, greeting coworkers, typing on her laptop, and picking up the phone. A Bigelow tea tag hangs out of her mug.	NARRATOR: Now, Nancy gets that added energy boost without turning to coffee and energy drinks. No crash – just gentle caffeine absorption that carries her through the working hours. NATS: TYPING, RINGING, UNINTELLIGIBLE CHATTER
11 00:48	Transition into Nancy blanketed in a comfortable armchair at home, sipping on Bigelow tea in front of the TV.	NARRATOR: And when she's out? Bigelow's herbal collection calms her down for some much-needed alone time.
12 00:53	Nancy shuts her eyes. She smiles, and everything around her is bathed in soft light.	Ethereal music plays.
13 00:57	Fade to white; Bigelow logo is center-screen.	NARRATOR: With Bigelow, the world's aglow.