

Television Commercial

\$1 French Vanilla

June 10, 2013

Window shopper

CAN - TEST

10

:30

1 of 1

Our spot opens on two mid-twenty females walking along a city sidewalk. They are carrying shopping bags.

They stop in front of a clothing store to check out some of the items in the window as Girl 1 sees something she thinks is kind of cute.

They continue walking when something catches the eye of Girl 1 in the glass window next to them. She stops and excitedly reaches out to grab her girlfriend.

Cut to a CU of Girl 2. She looks into the window with excitement and amazement.

Our camera pulls out a little, showing both girls as they talk about the new find.

Our camera pulls out further revealing that they are looking at a \$1 hot beverage POP in a Tim Hortons store window.

Cut to our product sequence featuring our French Vanilla as hero. Super up.
 SUPER: French Vanilla, Café Mocha, Latte \$1 each. Small plus taxes.
 LEGAL: At participating restaurants for a limited time.

We cut back to our two girls sitting with their shopping bags inside Tim Hortons, enjoying their French Vanilla and Café Mocha in a china mug.

Cut to Tim Hortons mnemonic.

SFX: **Pop/Top-40 sounding instrumental.**

GIRL 1: **Oh, that's kind of cute.**

GIRL 2: **Yeah, kind of.**

GIRL 1: **Look!**

GIRL 2: **What? Ooh.**

GIRL 1: **Ok this I really want.**

GIRL 2: **Me too. And they're on sale!**

GIRL 1: **Mmm I'm going with a French Vanilla.**

GIRL 2: **I'm getting the Café Mocha.**

ANNCR: **Tim Hortons creamy French Vanilla, rich Café Mocha and irresistible latte. Indulge in your favourite now for only \$1.**

It's time for a sweet deal.

SINGERS: **It's time for Tims.**