

Commercial Concept for Zesta Tea: "Love in Every Flavor "

Title: **Love in Every Flavor**

Duration: 60 seconds

Opening Scene:

- **Visual:** A misty morning in a picturesque garden. A young straight couple, Alex and Sarah, are walking hand in hand, holding steaming cups of Zesta Tea.
- **Audio:** Soft, romantic music begins to play.
- **Dialogue:** Sarah: "This garden is as beautiful as our mornings with Zesta Tea."

Scene Transition:

- **Visual:** A cozy apartment kitchen. A lesbian couple, Emily and Lisa, are making breakfast together, giggling as they prepare a pot of Zesta Tea.
- **Audio:** The music picks up a cheerful, lighthearted tone.
- **Dialogue:** Lisa: "Mornings with you and Zesta Tea are my favorite."

Scene Transition:

- **Visual:** An urban rooftop at sunset. A gay couple, Mark and James, are setting up a small, intimate dinner with candles and a pot of Zesta Tea.
- **Audio:** Music softens, creating a warm, intimate mood.
- **Dialogue:** Mark: "Here's to many more sunsets and cups of Zesta."

Middle Scene:

- **Visual:** An old couple, Margaret and John, are sitting on a porch swing, sharing a pot of Zesta Tea as they watch the sun set.
- **Audio:** Music transitions to a nostalgic, tender tune.
- **Dialogue:** John: "We've shared a lifetime of tea and love."

Montage:

- **Visual:** A series of clips showing all couples enjoying Zesta Tea in various moments: reading together, playing board games, taking walks, and sharing quiet moments.
- **Audio:** Music crescendos, intertwining the various couples' joy and connection.
- **Narrator (Voiceover):** "At Zesta Tea, we believe in celebrating love in all its beautiful forms."

Closing Scene:

- **Visual:** All couples gather in a charming outdoor setting, under twinkling fairy lights, sharing different blends of Zesta Tea, smiling, and toasting to each other.
- **Audio:** Music reaches a joyful peak, then gently fades out.
- **Narrator (Voiceover):** "No matter how you love, or who you love, Zesta Tea is here to make every moment special."

End Frame:

- **Visual:** Zesta Tea logo with the tagline: "Zesta Tea – Love in Every Flavor"
- **Audio:** Soft, concluding music.

Narrator (Voiceover): "Zesta Tea – Love in Every Flavor."