

ZESTA TEA LEAVES - "Brew Your Moment"

written by

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FADE IN:

**1. EXT. BUSTLING CITY STREET - EARLY MORNING (5 SECONDS)**

The city is coming alive. The morning sun casts a golden hue as people rush by, cars honk, and the day begins.

**WIDE SHOT**

CUT TO:

**2. INT. COZY CAFE - CONTINUOUS (4 SECONDS)**

A warm, inviting ambiance. Soft music plays in the background. At a corner table, a YOUNG WOMAN (mid-20s, casually dressed) sits, reading a book and sipping tea. She looks content, lost in thought.

**NARRATOR (V.O.)**

(soft, inviting)

There's something special about the mornings. A chance to pause and savor the moments...

**MEDIUM SHOT**

CUT TO:

**3. INT. CAFE - COUNTER - CONTINUOUS (5 SECONDS)**

A YOUNG MAN (mid-20s, slightly awkward but charming) orders a cup of tea. In a nearby table a person is mixing the tea with the tablespoon and then **TAPS** twice on the cup, the Young-man who was noticing this as he turns, he accidentally bumps into someone, spilling a bit of his drink.

**YOUNG MAN**

(chuckling)

Sorry about that! New day, new spills, I guess.

They both share a laugh.

**MEDIUM SHOT**

CUT TO:

**4. INT. CAFE - CORNER TABLE - CONTINUOUS (3 SECONDS)**

The young woman notices him and smiles slightly, recognizing

the shared humor. He spots her looking and smiles back, encouraged.

**NARRATOR (V.O.)**

In a world that never stops, a simple cup of tea can connect us...

**CLOSE-UP SHOT**

CUT TO:

**5. INT. CAFE - YOUNG WOMAN'S TABLE - MOMENTS LATER (6 SECONDS)**

The young man hesitates, then gathers the courage to approach her table.

**YOUNG MAN**

(nervously)

Mind if I join you? Seems like we're both starting the day with Zesta.

She nods, gesturing to the seat across from her. He sits down. They exchange small talk, laughter, and smiles over their steaming cups.

**MEDIUM TWO-SHOT**

CUT TO:

**6. CLOSE-UP: ZESTA TEA LEAVES AND STEAMING CUPS (4 SECONDS)**

The camera lingers on the rich, vibrant tea leaves being steeped, emphasizing the aroma and freshness.

**NARRATOR (V.O.)**

(uplifting tone)

Zesta Tea: Where every cup tells a story. Brew moments of connection.

**CLOSE-UP SHOT**

CUT TO:

**6. WIDE SHOT: CAFE - CONTINUOUS (3 SECONDS)**

The cafe begins to fade out, leaving the young man and woman talking and laughing as the camera zooms out, their conversation full of warmth and potential.

**WIDE SHOT**

**TEXT ON SCREEN:** *Zesta Tea - Brew Your Moment.*

**FADE OUT.**

**END**

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End of Commercial...

**key points:**

1. Brand Introduction:

Introduce Zesta Tea early, subtly connecting it to the idea of moments that matter.

2. Character Connection:

Focus on the interaction between the two young characters, showing how a shared moment over tea brings them together.

3. Visual Appeal:

Highlight the tea itself—show the richness of the leaves, the steam rising from the cup, and the inviting warmth of the café.

4. Narrative Voice:

Use the narrator to reinforce the theme of connection and the specialness of shared moments.

5. Emotional Resonance:

Ensure the interaction between the characters feels genuine, capturing the small, meaningful connections that can happen over a cup of tea.

6. Brand Message:

Conclude with a clear and memorable tagline that ties back to the brand, emphasizing how Zesta Tea enhances personal connections.