

My Zesta Story

Creative inspiration :

The original commercial was daring and innovative. It pushed the boundaries of what society accepted (a possible one night stand), and had overtones of sexuality that was not seen in Sri Lankan advertising. Still today it is remembered for its bold commentary on relationships and for linking tea intrinsically with love.

We need to once again push those social boundaries while staying true to the original story and its most memorable moments. It is the Brand's way of saying it has evolved with the times, but intrinsically still holds to the same values.

Script

Visual	VO /SFX
We open to a shot of the tea spoon clicking on the cup.	Clink of spoon and cup
The camera pulls back to show us that this time it is the Girl making the tea. She is wearing only a long shirt (just like the original) She turns towards the camera and says	"Tea's on me today"
Camera shows only the shoulder of her partner coming down the stairs. It shifts focus past the shoulder to the the Girl holding the cup and spoon who says	" Its an artlearn "
Cut to a row of yellow and green tea cups (like the original)	
Shot of the Girl's hand (with a distinctive green nail polish) placing the kettle on the stove Shot of a steaming kettle	"Boil water just right"
Shot of her fingers turning the knob on the stove	"The tea you use"
The camera pulls out and the Girl half turns picks up the pack and says over her shoulder while holding the pack up	"Zesta"
Shot of the pack being cut and then pulled open with her green nailed fingers. Her fingers move out the excess tea on the spoon and we see the tea in the glass tea pot	"Two spoons"
Cut to a frontal shot of the Girl picking up the tea pot and smelling the aroma ...before putting it down with a refreshing sound	"Mmm Ahhh "

<p>Cut to a close up of her hand with green fingernails placing the pot of tea on the table. Suddenly we see another feminine hand (this one with yellow / gold nail polish) covering the first hand which then has both hands touching the pot of tea..... and then we hear another feminine voice</p>	<p>“ MMM I love you.... Zesta... “</p>
<p>We see a close up of her partners eyes, and then see the tea being poured into one of the tea cups. (the yellow cup to match the gold nail polish)</p>	
<p>We then see the first Girl clicking the spoon on her (green) tea cup.... And the camera zooms in on her face as she says....</p>	<p>“Say it again.... “</p>
<p>Close shot of the Partner’s lips while she says</p>	<p>“Zesta... “</p>
<p>Shot of the two cups of tea clinking as the two girls look at each other over the tea pot</p>	
<p>Pack shot</p>	<p>Female VO “Zesta ...The Art of Tea “</p>