

# BLUE BOTTLE COFFEE

## SCRIPT



**BLUE BOTTLE  
COFFEE**

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# SCRIPT

## VOICE OVER

## VISUALS

**(Starts with no music. When the drop falls a piano based inspiring melody start)**

**It's always there**

**either in front of you or above you**

**But we never truly appreciate it**

It starts with a close up on a cup of coffee and a blue drop falling into the cup and turning the coffee blue.

A scene of a person sitting outside with a laptop doing work. The Blue Bottle Coffee is on the table, blue drop falls into coffee and turns coffee blue. Person is confused and looks up at the sky

A scene of a person walking down streets of New York City being in a rush holding a Blue Bottle Coffee, blue drop falls into coffee and turns coffee blue. Person is confused and looks up at the sky

A woman sitting on a bench in Central Park holding a Blue Bottle Coffee and looking at her phone, blue drop falls into coffee and turns coffee blue. Person is confused and looks up at the sky



# SCRIPT

## VOICE OVER

**Sometimes you need to stop to move forward.**

**Sip The Blue**

**(Music ends)**

## VISUALS

A scene of two friends sitting at the beach in California talking to each other and holding a Blue Bottle Coffee, blue drop falls into coffee and turns coffee blue. Person is confused and looks up at the sky

The shot pans up at the sky and the text appears "When is the last time you paid attention to the blue?"

Ends with a big logo of Blue Bottle Coffee

