

BLUE BOTTLE COFFEE

SCRIPT

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SCRIPT

VOICE OVER

(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

VISUALS

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



BLUE BOTTLE
COFFEE

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



BLUE BOTTLE
COFFEE