

Cēpacol

CREATIVE TISSUE SESSION | 15 APRIL 2011

CREATIVE PLATFORM ONE

A Numbing Paradox

Who would want to be numb?

Being numb disconnects you from feeling.
It takes away your connection to the people and
places and things that you love. From life itself.
It's not something anyone would want.

Except when we have a sore throat.

Then, feeling numb is all we want.
When Cepacol numbs the pain of your sore throat,
you're instantly reconnected with everything
that matters to you. And suddenly numb is good.

That's the paradox.

And that's what gets you back
to that thing we call life.

A NUMBING PARADOX

Disconnected / Reconnected



TV :30

Open on a family having fun in a sport, event, activity or game. All are happy except mom, who looks uncomfortable and somewhat withdrawn.

MR. T (VO): *When you have a sore throat, you not only feel pain.*

A tear appears in the video, separating it into two separate feeds, with mom in one, the family in the other.

MR. T (VO): *You can also feel left out from the friends, family and fun in your life.*

Mr. T appears between the separated video feeds and gently glides the detached mom feed back together with the family feed.

MR. T (ON CAMERA): *Cepacol's long lasting numbing relief disconnects you from sore throat pain. So you can reconnect with the places, things and people you love.*

SUPER: *Cepacol. Numbing power that disconnects the pain, and reconnects your world.*

Pain disconnected.





World reconnected.

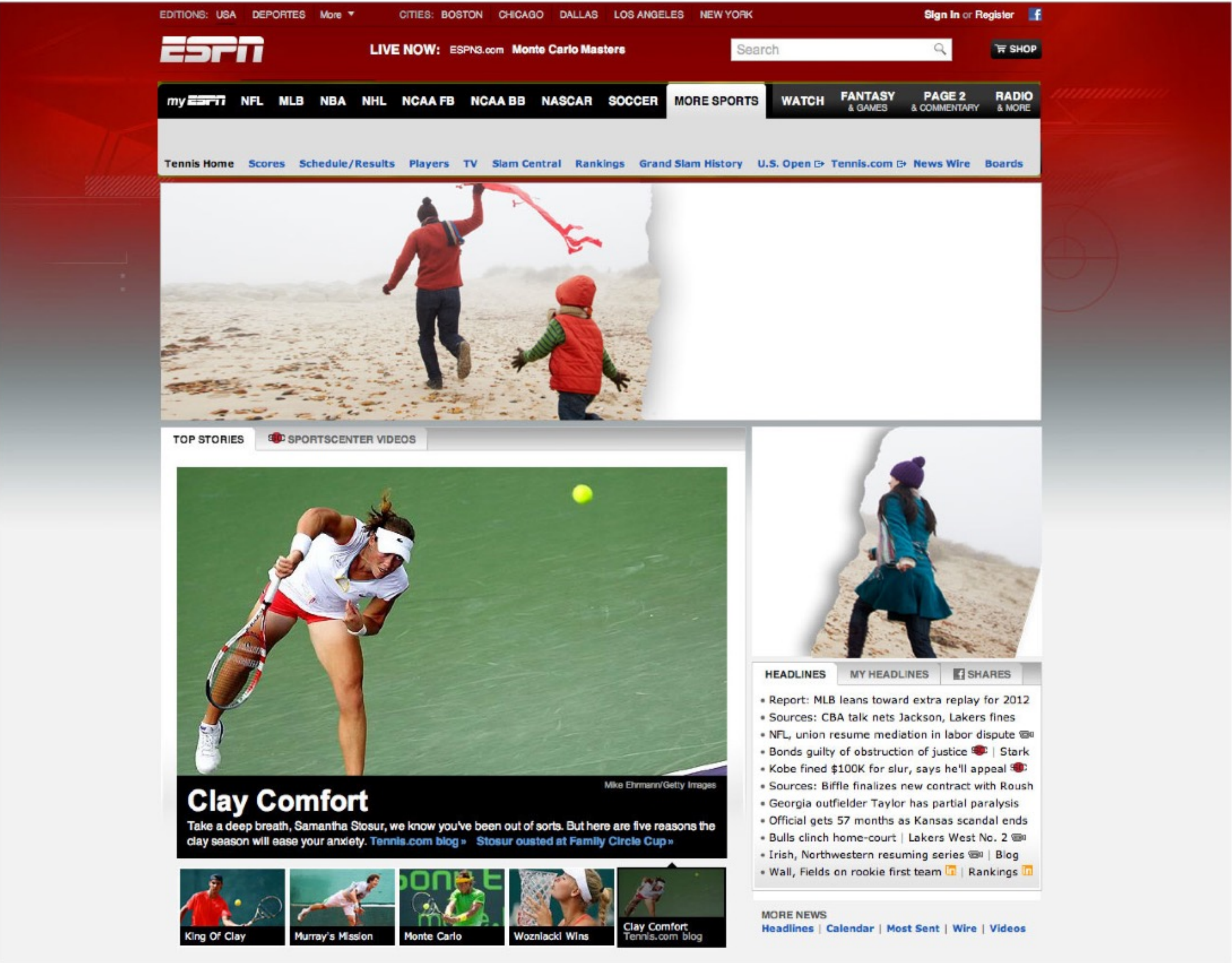




Pain disconnected.

World reconnected.

Cēpacol
SORE THROAT
Benzocaine 1.3 mg, Menthol 1.0 mg
Oral Pain Relievers
• Instant Acting
• Maximum Strength Numbing
SUGAR FREE
16 lozenges
cherry



The Miscommunication Club

A sore throat is a pain in more ways than one.

Because the simple act of talking is now too painful, we have to come up with other ways to communicate –making faces, hand signals, grunts, squeals, and whatever else we think will work in getting our message across.

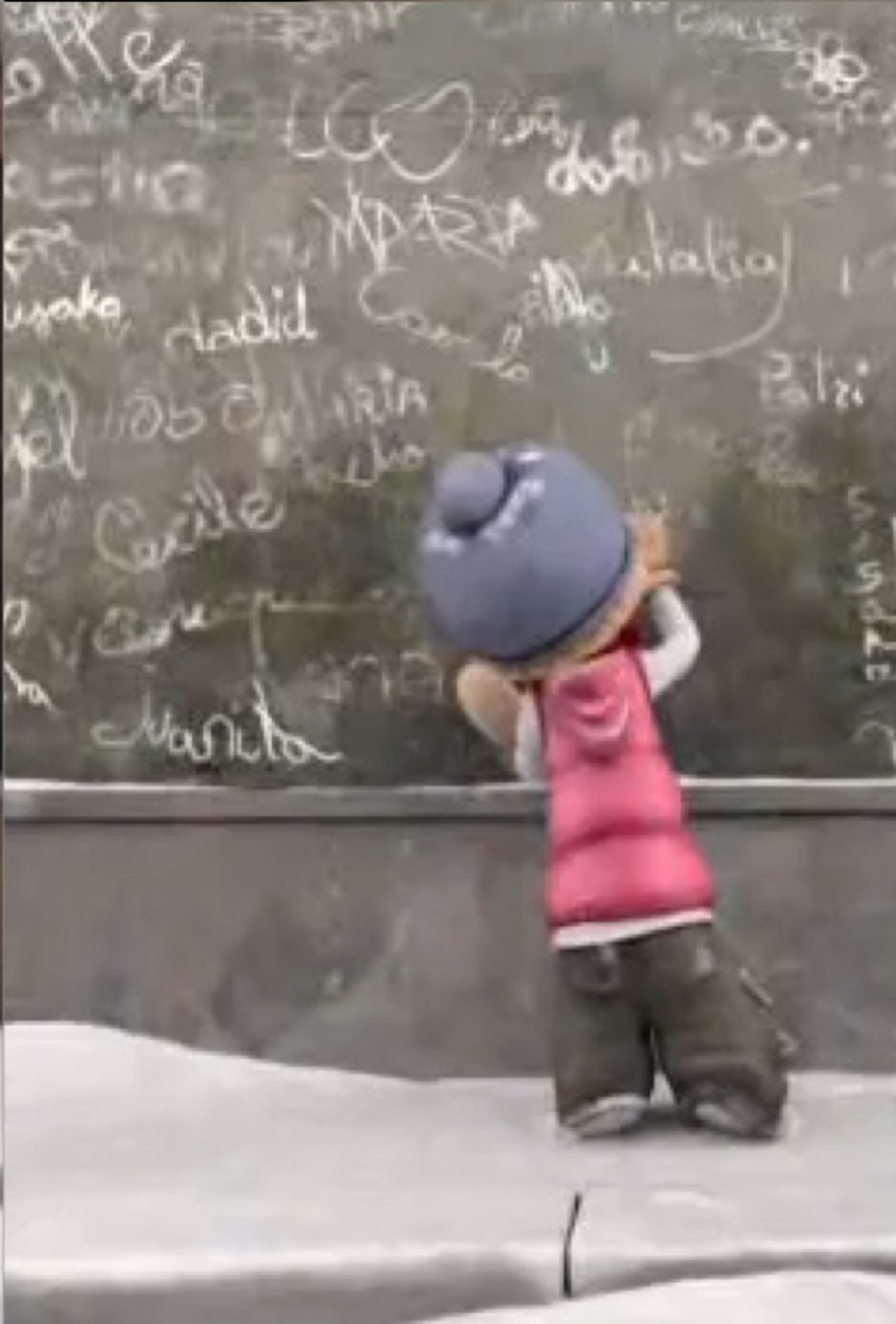
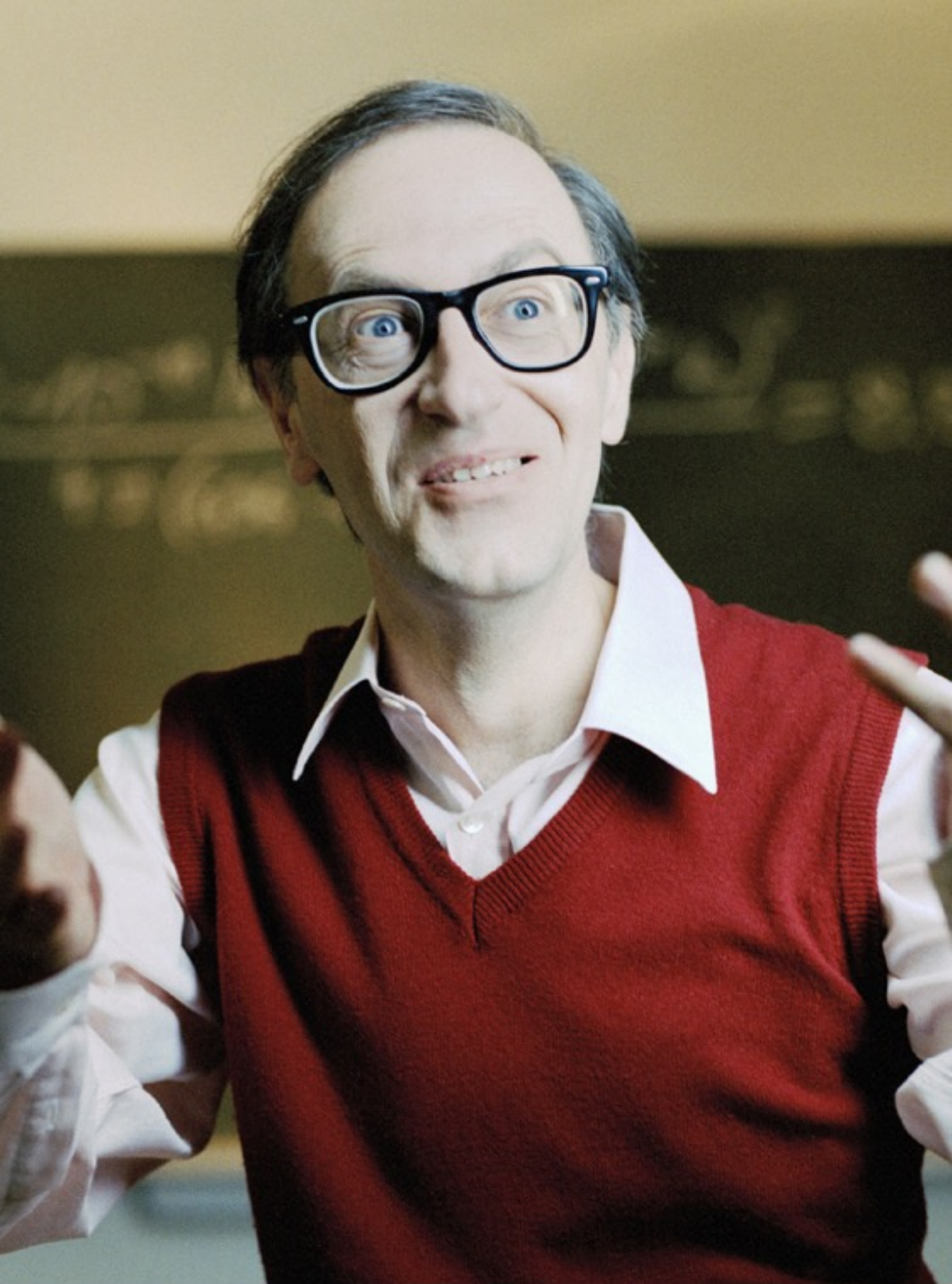
But try as we might, we can never quite make ourselves understood.

And the longer our sore throat pain lasts, the more misunderstood we find ourselves. That makes it essential that we dull the pain as fast as possible. Cepacol fast.

So we can rejoin the rest of the world and resign our membership in the miscommunication club.

THE MISCOMMUNICATION CLUB

Second Language



TV :30

Open on a classroom full of people where the teacher is instructing the class on how to speak sore throat.

Written on the chalkboard are 'Basic Sore Throat Interpretation' and 'Dr. Curee' (It's French). We join them mid-class as the next part of the lesson is beginning.

Cut to a shot of the teacher speaking to the class.

TEACHER: Alright, very good. I'll come by and see what you've learned.

Cut to a shot of the teacher pulling up a chair next to a couple in the first row.

TEACHER: So how'd you guys do?

MAN #1: Wheeze, throat rub, wheeze wheeze

WOMAN #1: You want a turtle dove sculpture?

TEACHER: Actually Jan, he wants a turtleneck sweater.

Cut to a shot of the teacher getting up and joining another couple.

TEACHER: How are we doing?

Woman is wheezing, rubbing her neck and trying to clear her throat.

MAN #1: I think she wants a big red ball.

Cut to a shot of just the woman pointing to the chalkboard with her arms.

Cut to a shot of animated Mr. T drawing the product on the board.

Cut to shot of teacher running over to erase the board.

TEACHER: Nothing to see here! Turn around! Look a dinosaur!

Cut to chalkboard with product shot:

SUPER: Clear your throat. And your message.

SORE THROAT 101



Can you pick up the kids from soccer practice?



What time does the movie start?



That color looks great on you!



I could really go for a burger right now.

Don't make pain more painful.
School your sore throat with Cepacol.



Taking sore throat as a second language?
Avoid it with Cepacol.



Voice Modulator

Go to our site and type in any sentence and have our voice translator convert it into sore throat speak.

CEPACOL VERSUS

Strange Remedies



TV :30

This spot could feature all of the following characters or just some of them, based on the length of the spot. Open on a new age hippy holding all kinds of strange mixtures of exotic ingredients, herbs and extracts.

NEW AGE HIPPY: *I'm feeling, Rosemary. Yeah, and, like, Thyme ...*

Cut to a candy store vendor holding a bunch of brightly wrapped candy-looking drops.

CANDY STORE VENDOR: *These come in chocolate marshmallow, mango crème, cranberry daiquiri and ...*

Cut to a Shaman holding a steaming cauldron, a long rope, a live thing in a sack and a butterfly net.

SHAMAN: *You insert this in your left ear and use your chi to move it towards your navel and ...*

Cut to a granny holding honey, lemons, a rose bush and an egg.

GRANNY: *Then you boil the dodo bird egg in virgin tea leaves in a cauldron until ...*

Cut to a reserved, understated Mr. T, shaking his head at the remedies he just saw.

MR. T: *When you're ready for real sore throat relief.*

SUPER: *Count on the long-lasting numbing power of Cepacol.*



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From Wikipedia, the free encyclopaedia

La cultura **Hippy** (scritto anche **Hippy**) era in origine un movimento giovanile che ha avuto inizio negli Stati Uniti nel corso degli anni sessanta e si è diffuso in tutto il mondo. La parola Hippy deriva dal termine *hipster*, ed era stato inizialmente utilizzato per descrivere i beatnik che si erano trasferiti nel distretto di Haight-Ashbury di San Francisco. Queste persone avevano ereditato i valori contro-culturali della Beat generation, e avevano creato proprie comunità che ascoltavano rock psichedelico e abbracciavano la rivoluzione sessuale e l'uso di stupefacenti come gli allucinogeni LSD e la cannabis, al fine di esplorare stati della coscienza alternativi. Secondo La Concord Desk Enciclopedia di Time il termine deriva da Youth International Party (YIP). Per figli dei fiori si intendono gli aderenti al movimento hippie caratterizzati da vestiti

Related posts by friends



For a sore throat, bubbling cauldron and ancient chant.

Source

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At 4:57 p.m. EST

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Cepacol actually works.

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Today's Top Searches

1. Carrie Underwood

2. Adele

3. Rihanna

4. Dancing With the Stars

5. Cookie Baskets

6. Chris Brown

7. Britney Spears Tickets

8. Water Conservation

9. Alex Rodriguez

10. Solar Energy

Pulse - What Yahoos Are Into

Top-Rated Places for Hot Dogs

 Gray's Papaya
New York, NY

 Gene's & Jude's
Chicago Metro, IL

 Art's Chili Dog
Los Angeles, CA

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VBS TV

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Grandma Gherkins
Old World Elixers

0:03 / 3:04

2 diggs digg

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TODAY MOST POPULAR RECENT



ART TALK!
Vito Acconci becomes the art world's only interesting masturbator.



PRACTICE SPACE
Acrassicauda reminisce about the good ol' days in Syria.



BALLS DEEP
VBS takes a trip to Bogota's most inhabited sewers.



MUSIC VIDEOS
Red Fang "Prehistoric Dog"

ALL SHOWS MUSIC CULTURE NEWS

29



Event

We set up our Strange Remedy folks in booths at various public locations to offer free sore throat relief. Have hidden cameras cover the booths.

When a person visits the booth, they are subjected to the strange-and-ineffective remedies.

- Capture and feature visitors' reaction as they try not to laugh at the ridiculous remedy makers.
- Then capture when they say they don't feel any better.

The Strange Remedy folks then introduce the visitor to a Mr. T character, who gives them a free Cepacol sample for real sore throat relief. Run the humorous undercover videos on a branded YouTube page.

