

Haribo – 30sec Script

Open in a board room with men and woman, smartly dressed, having a meeting. An important looking woman enters and sits down, placing a bag of Haribo Starmix on the table.

IMPORTANT-LOOKING WOMAN: **I just want to talk about these Haribo Starmix sweeties.**

She offers one to a man near by... he picks out a Heart and obliges her with his opinion.

MAN 1: **I like the Hearts cos they make me feel loved!**

We see him pop the Starmix Heart into his mouth enthusiastically. She smiles as she chews a Haribo sweet. Another colleague joins in with the discussion as he pulls out a Gold Bear and Ring from the pack of Starmix.

MAN 2: **And also I like the Rings**

IMPORTANT-LOOKING WOMAN: **And the Gold Bears**

MAN 2: **Because it looks like a Ring when they go swimming so they don't drown.**

His colleagues listen intently to his thoughts on the subject, chewing all the while.

After a small demonstration using the sweets, he then eats the Gold Bear & Ring with a flourish. Cut to another colleague who is carefully studying a Cola Bottle before eating it.

A middle aged chap in a smart suit has a Haribo Starmix revelation. He holds out his own Starmix 'sandwich' made from 2 Fried eggs and one ring, then says (with the voice of a tiny boy),

MAN 3 : **Then Look you can make a big... big - sandwich!**

PACK SHOT: **Cut to Haribo Gold Bear & Jingle.**