

<p>Jordan Taylor SUPER BOWL COMMERCIALS PKG 1:25 Due Date: 3/7/19</p>	
<p>ANCHOR LEAD IN (--:15)</p>	<p>Super Bowl commercials provide the biggest advertising opportunity for companies. However, they can lead to varied consumer opinions as well. With more on Super Bowl commercials and the thoughts they provoke, we have Trending Now Reporter, James Mason.</p>
<p>(TAKE PACKAGE) SOUND BITE ON CAM. (SOT--:11) ((DORITOS "SLAP" COMMERCIAL))</p>	<p>"What's going on little man? I see you got your game skills down pack, you might have your hands full once I pick up the controller little m"*SLAP!!! "Put it back! Keep your hands off my momma! Keep your hands off my Doritos!"</p>
<p>(VO --:33) ((JAMES MASON, TRENDING NOW REPORTER)) (((SUPER BOWL FOOTAGE WITH DATA INFOGRAPHICS AND LOW-AUDIO SOUNDS FROM SUPER BOWL))) (((FIRST INFOGRAPHIC—SUPER BOWL VIEWERSHIP—FROM :14 TO :17)))) (((SECOND INFOGRAPHIC—SUPER BOWL COMMERCIAL COST—FROM :32 TO :39))))</p>	<p>The Super Bowl is one of the world's most watched televised events, (START INFOGRAPHIC) having over 98 million people watching it every year. (END INFOGRAPHIC) Some people watch it because of the game, some people watch it because of the halftime show, but a lot of people watch it because of the commercials. The commercials are a great opportunity for businesses to reach out to large audiences, and because of this, these commercials can be quite expensive. (START INFOGRAPHIC) The average slot for a 30-second commercial would be around \$5.25 million. (END INFOGRAPHIC) We walked around EKU's campus and asked some people what they remembered about the commercials.</p>
<p>SOUND BITE ON CAM. (SOT--:11) ((VIRGINIA BROWNING, JUNIOR ENGLISH MAJOR WITH LOW-AUDIO SOUNDS FROM SUPER BOWL))</p>	<p>"My favorite Super Bowl commercial is the little kid who's dressed as Darth Vader and he's trying to like use the force around like his house, and his dad finally like clicks the keys on his car and it like spooks him. That's my favorite."</p>

<p>SOUND BITE ON CAM. (SOT--:03) ((CHASE WHITAKER, JUNIOR NURSING MAJOR WITH LOW-AUDIO SOUNDS FROM SUPER BOWL))</p>	<p>“I feel like, I like the sweet ones the most.”</p>
<p>SOUND BITE ON CAM. (SOT--:19) ((HALEY CASPER, GRADUATE STUDENT MAJORING IN OCCUPATIONAL THERAPY WITH LOW-AUDIO SOUNDS FROM SUPER BOWL)) (((CUTAWAYS AT 1:03 --- DORITOS “TIME MACHINE” COMMERCIAL)))</p> <p>(VO) ((HALEY CASPER, GRADUATE STUDENT MAJORING IN OCCUPATIONAL THERAPY)) (((DORITOS “TIME MACHINE” COMMERCIAL WITH LOW-AUDIO COMMERCIAL SOUNDS)))</p> <p>SOUND BITE ON CAM. (HALEY CASPER, GRADUATE STUDENT MAJORING IN OCCUPATIONAL THERAPY WITH LOW-AUDIO SOUNDS FROM SUPER BOWL)</p>	<p>“The one that actually sticks out to my mind the most is the time machine one. I don’t know if anyone is familiar with it.” CUTAWAYS</p> <p>But its’s basically, a little boy um has a little cardboard time machine, and um I think the payment, he has to get a bag of Doritos. And of course,</p> <p>“The little boy skedaddles, cuz he’s got his bag of Doritos, and that’s all you really need in your life.”</p>
<p>SOUND BITE ON CAM. (SOT--:08) ((JAMES MASON, TRENDING NOW REPORTER WITH LOW-AUDIO SOUNDS FROM SUPER BOWL))</p>	<p>“Tune into next year’s Super Bowl commercials to see what new, good ideas that they come up with. Reporting for Trending Now, I am James Mason.”</p>