

Warm and human. A few quirky types thrown in would be great as well. The key to the read is the quickening of the pace in the second long paragraph, the meat of the script. It starts out a little quicker than the first paragraph and gets faster as it goes, ramping up as the announcer piles on the possibilities. We're NOT looking for "crazy fast", but excitable in a wide-eyed optimist, 'who-knows-what's-possible' sort of way. Throughout, the voice should always remain warm, clear, friendly, and announcery. The last paragraph should come off like a denouement, a wrapping up of the optimism brought up by the Coke. End on a positive note.

Studying :40 - *We hear the distant tick tock of a clock. We hear pages turning and the scribbling of a pen on paper.*

ANNCR: You could consume just about any beverage while studying for that exam.

Or you could have a Coke. And freshen up your brain. And with this newly refreshed brain, you'd study as never before. Now everything suddenly makes sense. Even things that shouldn't make sense, make sense. Like the relationship between the element boron and the Crimean War. Nobody's seen it until your Coca-Cola-enhanced study session, but there it is, allowing you to unlock the hidden location of Atlantis. You go there and meet the inhabitants. They teach you their official sport—giant squid polo—which you excel at. So they make you the new king of the sea, which you also excel at...which, of course, is impossible, but just look at how great your brain is working now.

Live-In Santa :40 - *We hear some Christmas music tinkling in the background. We hear a Mom shoo her kids off to bed. Sleepy good-nights are said.*

ANNCR: You could leave just about any beverage out for Santa Claus to wash down his snack.

Or you can pair that snack with a Coke. And my, what a snack that could turn into. A bologna sandwich becomes a beck and call for the Big Man in Red himself. And then what? Maybe this. Maybe Santa is so satisfied and refreshed with your Coke-paired snack that he decides to move in with your family. Just chuck the whole North Pole thing and move in. The kids would love it. But so would you because Santa grants wishes. Especially for that nice Coke-serving person who thought of him...and even if this doesn't happen, what a pleasant thought to think on a Christmas Eve.