

SIUE Advertising
Dunham Hall (SIU-Edwardsville)
Edwardsville, Illinois
BROADCAST DEPT.

CLIENT: Starbucks Coffee
PRODUCT: Frappula Frappucino
WRITER: Mark Poepsel/students
LENGTH: 30 seconds

SFX: CLASSIC HIGH PITCHED HALLOWEEN SCREAM.

SFX: CUT

JAMIE: Hey! What...is that? Is that the steamer?

MAREE: No. It's a customer, actually. She just felt the bite of our blended crème (KREM)frappucino (FRAP-uh-CHINO).

JAMIE: It bites?

MAREE: Jamie, look! It has bite but finishes smooth. It's for Halloween. It's the Frappula. Get it?

JAMIE: FRAP-pula. I get it.

MAREE: Think of it as sophisticated AND delicious. It's available only through Halloween. You got it?

JAMIE: Yeah. I GOT IT. Sounds scary good. (SCREAMS - Mimic the sound effect.)

MAREE: What?!

JAMIE: Halloween's almost here. I gotta get my Frappula now!

NARRATOR: Get into the screamin' spirit this Halloween. Hurry in and grab a blended crème frappula frappucino at your local Starbuck's.