This age of technology has ironically made it harder to connect. The devices we carry have created a shell around us. Adults have become busier and their children have become less social with social media. But taco time is the remedy because when the taco shells come out, everyone comes out of their shell. Old El Paso tacos facilitate a family moment where you can see people's faces instead of their devices. This campaign will use the covered faces as a technique as we see the modern day struggles of different families.

Creative Team: Gabriel Ferrer & Gabriel Reyes

POWER DOWN :15

OPEN ON THE DOOR TO THE LIVING ROOM OPENING. DAD COMES IN WITH HIS BRIEFCASE IN ONE HAND AND TABLET IN THE OTHER COVERING HIS FACE ENTIRELY. HE'S ON A VIDEO CONFERENCE CALL.

DAD: Yes, the report will be on your desk in the morning.

THE CAMERA FOLLOWS HIS MOVEMENT AS HE PASSES HIS DAUGHTER IN THE HALLWAY TAKING A SELFIE. HER PHONE ALSO COVERS HER ENTIRE FACE.

THE CAMERA CONTINUES AND FINDS A TEENAGER IN HIS ROOM WEARING VR GOGGLES. THEY COMPLETELY COVER HIS FACE. WE ONLY HEAR THE SOUNDS OF HIS VIDEO GAME.

EVEN THE DOG IS WITH HIS BACK TOWARDS EVERYONE AS HE WATCHES OTHER DOGS ON TV.

FINALLY, THE CAMERA ARRIVES AT THE KITCHEN. MOM IS PULLING A TRAY OF OLD EL PASO TACO SHELLS OUT OF THE OVEN. AS SHE TURNS AROUND IT'S THE FIRST TIME WE SEE A FACE IN THE COMMERCIAL. SHE YELLS OUT TO HER FAMILY.

MOM: Taco Time!

IN SUCCESSION WE SEE QUICK CUTS OF THE TEEN BROTHER REMOVING HIS GOGGLES, DAD ENDING HIS VIDEO CONFERENCE AND THE DAUGHTER PUTTING HER PHONE DOWN TO REVEAL ALL OF THEIR FACES.

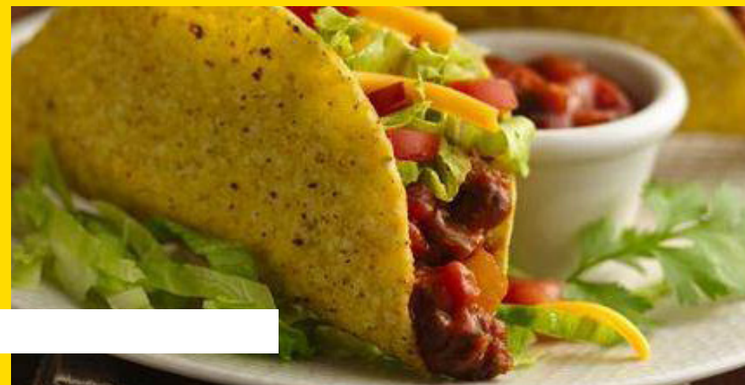
WE CUT TO A BEAUTIFUL SHOT OF THE ENTIRE FAMILY EATING TACOS TOGETHER AT THE TABLE FREE OF ANY TECHNOLOGY.

SUPER: GET THEM OUT OF THEIR SHELL

VO: Get them out of their shell and get them into Old El Paso taco shells. It brings families together.

SFX: Mucho Fun Tonight! jingle

OLD EL PASO LOGO



Creative Team: Gabriel Ferrer & Gabriel Reyes

MAGIC EMOJI :15

OPEN UP ON AN EMPTY HOUSE. MOM IS IN THE KITCHEN LOOKING AT HER WATCH. SHE OPENS THE CUPBOARD AND SPOTS AN OLD EL PASO TACO SHELLS KIT.

SHE IMMEDIATELY GRABS HER PHONE AND SENDS OUT A TEXT TO EVERYONE IN HER FAMILY. WE CUT TO DIFFERENT SCENES AS THEY START RECEIVING THEM.

DAD IS AT THE OFFICE DOING WORK. HIS LAPTOP COVERS HIS FACE BUT WE SEE THE NOTIFICATION BUBBLE ON HIS SCREEN. IT'S A TACO EMOJI. HE IMMEDIATELY CLOSES HIS LAPTOP REVEALING HIS FACE.

CUT TO A DAUGHTER ADDING A CAPTION TO HER INSTAGRAM STORY WHEN SHE GETS THE TACO EMOJI TEXT. SHE CLICKS HER PHONE OFF.

CUT TO A 3-YEAR OLD PLAYING GAMES ON A TABLET IN HIS ROOM. HE ALSO GETS THE TACO EMOJI AND REACTS GIDDILY AS A CHILD WOULD.

KID: Tacos!

DAUGHTER: Tacos!

DAD: Tacos!

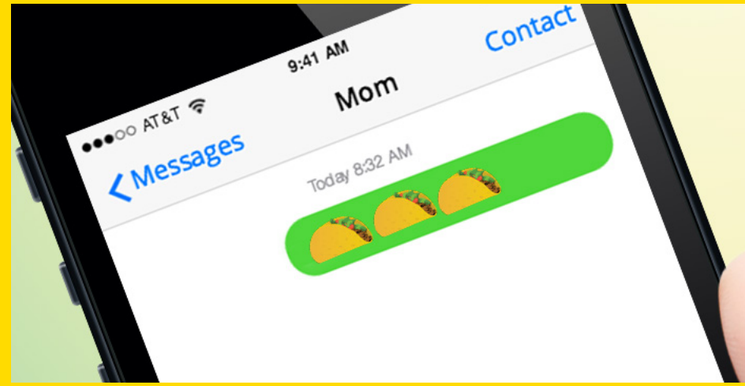
CUT TO A SWEET FAMILY MOMENT AT HOME EATING OLD EL PASO TACO SHELLS WITHOUT ANY DEVICES IN SIGHT.

SUPER: GET THEM OUT OF THEIR SHELL

VO: Get them out of their shell and get them into Old El Paso taco shells. It brings families together.

SFX: Mucho Fun Tonight! jingle

OLD EL PASO LOGO



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