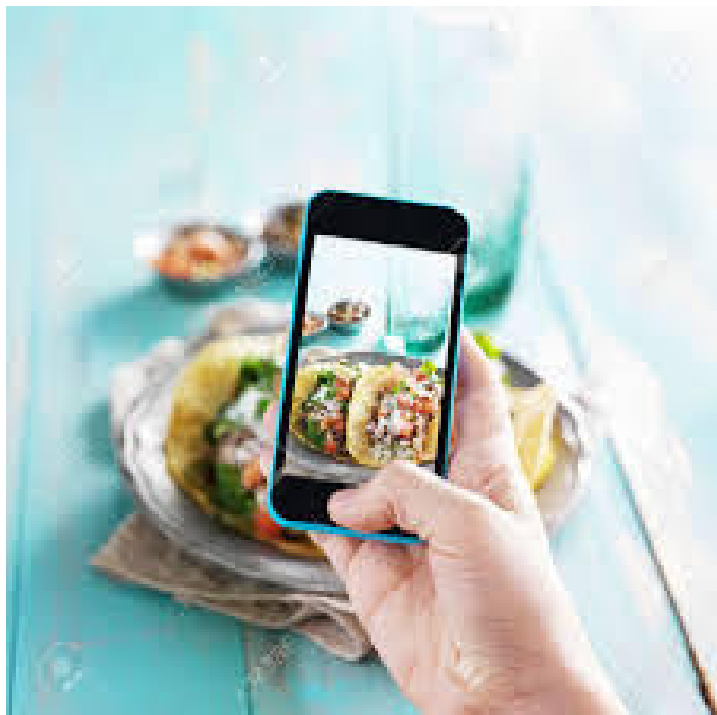


TACO NIGHT ALWAYS GETS LIKES

Taco Night is the only night when the whole family gets to be a creator. And when you create your perfect taco masterpiece, you're going to want to share it-on social media, that is. Because everyone "likes" tacos.



TV SCRIPT :15

“EVERYONE LIKES TACOS”

A 10 year old boy is standing tip-toe on his chair, while holding a smartphone and trying to get the perfect overhead angle of his freshly made tacos. His family sits and patiently watches—they clearly know the drill—but they’re eager to dig in. Finally the boy gets the perfect shot. He shows the phone to his sister.

SISTER: Nailed it.

They high five, and the family can FINALLY enjoy their tacos. Close-ups of the family as they enthusiastically dig in.

VO: Taco night always gets likes.

A quick montage of different families’ overhead taco night photos.

**CARD: Old El Paso is mucho fun tonight.
#EveryoneLikesTacos**

TV SCRIPT :15

:15 “TACO NIGHT LIVE”



Open on a live stream of a family dinner. Our host Madison, a 12 year old girl (very precious), is talking to her live audience and showing off her family’s taco night. She holds the phone close up to a beautifully mouthwatering taco of her own creation.

Thumbs up, heart, and smiley face icons pop up over the video, just like in a Facebook Live stream.

MADISON: My signature taco – beef, tomato, and pepper jack.

Tons of hearts and smiley faces pop up as she goes in close on her tacos.

She pans over to her brother’s plate, filled with tacos. He sees his opportunity to bring a little action to the live stream.

BROTHER: Billy Thompson, my sister has a crush on you!!

Laughing emoji’s pop up on Madison’s screen. The family giggles as they dig into their mouthwatering tacos.

VO: Taco night always gets likes.

CARD: Share yours
#EveryoneLikesTacos

CARD: Old El Paso is mucho fun tonight.