WE NEED TO TACO

Hard conversations. Every family has them. From the fender bender to the new boyfriend, they're bound to surface. And what better place for catharsis than the dinner table. It's a decades old tradition. But it's all in the delivery. Or is it? Maybe we've been going about this all wrong. Maybe it's what's on the plate that really matters. After all, great food makes for a great ice breaker. And nothing puts a smile on the face like taco night. "We Need To Taco" lives as a humorous portrayal of real world Americana that not only gives Old El Paso a place at the table, but serves as a call to action for families and taco lovers alike. Because any night can be taco night when the air needs clearing.

HARD SHELL CONVERSATIONS :15

VO Some things go down easier over a great meal.

Open tight on Dad. We see him only from the shoulders up. He looks over at his son, Danny, in judgemental fashion.

DAD We need to talk about your browsing history...

Cut tight to Danny. Again we see him only from the shoulders up.

Danny keeps a straight face as his arm comes in from out of frame holding a perfectly manicured hard shell taco. He calmly takes a significant bite, delaying his response. The crunch is as incriminating as his silence.

We pull out to reveal a family of four, including Danny's Mom and Sister, seated at the dinner table of a typical american household. The table is replete with the makings of taco night. It's a beautifully laid out spread. All eyes are on Danny.

Hard cut out as we cue the "Mucho Fun Tonight" jingle.

SUPER Old El Paso Logo

SUPER For whenever you need to taco.

SUPER #WeNeedToTaco

LOS PÁJAROS Y LAS ABEJAS :15

VO Some things go down easier over a great meal.

Open tight on Margo, a precocious 6 year old wearing an ornate princess costume. We see her only from the shoulders up. Her inherent cuteness belies her next question.

MARGO Mom, where do babies come from?

Cut tight to Mom. Again we see her only from the shoulders up. An apprehensive look on her face, her arm comes in from out of frame holding a deliciously constructed hard shell taco. She takes a large bite, attempting to delay the inevitable for a few moments longer. All we hear is the meticulous crunching.

We pull out to reveal a family of three, including Margo's Dad, seated at the dinner table of a typical american household. The table is replete with the makings of taco night. It's a beautifully laid out spread. Mom looks to Dad for a show of support. Just as quickly, he too takes a bite of his taco, dodging the question.

Hard cut out as we cue the "Mucho Fun Tonight" jingle.

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