

Crowdiate's OLD EL PASO brief - Taco night makes dinner mucho fun!

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INSIGHT

The hands-on, communal nature of making and eating tacos makes dinnertime more interactive and chatty. Where there's tacos, there's talking.

IDEA

Hilarious talking tacos will not allow families to eat quietly. They will compel everyone to be present at the dinner table, to bond and just **taco 'bout things**.





30" VIDEO SCRIPT (bonus)

VISUALS	AUDIO
A mum calls the whole family for dinner as she sets the table.	Mum: Come on kids! Phones away, dinner's ready!
The two boys sit at the table and so does the dad. The oldest (Kid 1) is about 14 and the youngest (Kid 2), 10. They don't look particularly excited to stay put, but get straight to the food. There's a variety of plates for everyone to assemble their own soft tacos. Mum looks around and tries to start a conversation as they add their final ingredients.	Mum: So, how was school today? Kids, together: *mumble* (with the intonation of "alright")
A moment of silence as the mum looks disheartened. Suddenly the taco Kid 1 is holding chimes in, coming to life much like a sock puppet, "spitting" food everywhere.	Taco 1 (male Hispanic accent): Tim wouldn't know cause he skipped class.
Everyone is gobsmacked. Kid 2's taco joins in, spilling an equally humorous amount of food as it talks.	Taco 2 (male Hispanic accent): Yeah, to buy a gift for his new girlfriend! Kid 1, wide-eyed: Shut up!
Despite their faces of genuine shock, the mum thinks the children are doing this, controlling their tacos like ventriloquists.	Mum: Stop right now, both of you! Kid 2: It's not me! Kid 1 (at the same time): I'm not doing it!
Brief pause. Then Taco 3, held by dad, joins.	Taco 3 (another Hispanic male voice): They're not doing it.
Mum looks at Taco 3 and at the dad in disbelief. Then at her own taco. From her POV we see Taco 4 talk to her in a soothing voice.	Taco 4 (Hispanic female voice): Shhh. It's ok...
Cut to Old El Paso logo superimposed over a shot of the mouth-watering taco plates, with a mess between them, as we hear:	Taco 4 (still talking smoothly): ...Let's taco 'bout things.

15" VIDEO SCRIPT 1

VISUALS	AUDIO
A mum tries to gather the whole family for dinner as she sets the table.	Mum: Kids! Dinner!
A boy and a girl sit at the table and so does the dad. The girl is the oldest (Kid 1), about 14, and the boy (Kid 2), 10. There's a variety of plates for everyone to assemble their own soft tacos, which they do silently. Suddenly the taco Kid 1 is holding comes to life much like a sock puppet, "spitting" food everywhere.	Taco 1 (male Hispanic accent): C'mon already, tell 'em about your A in chemistry! Tacos 2, 3, 4 (two male, one female, all Hispanic accent, in unison): Yeah!
The three other tacos also spit an outrageous amount of food as they talk. Everyone is gobsmacked. The girl opens her eyes wide then looks around, only uttering:	Kid 1: Uuuuuuuuuuuuuuhm...
While the long "uhm" goes on, Kid 2 gets a phone out with his other hand to try and record the talking tacos. Taco 4, mum's taco, jumps at the phone like a snake and spits it far from the table.	Taco 4 (Hispanic female voice, soothingly): It's dinnertime, chico...
Cut to Old El Paso logo superimposed over a shot of the mouth-watering taco plates, with a mess between them, as we hear:	Taco 4 (still in a loving tone): ...Time to taco 'bout things.

15" VIDEO SCRIPT 2

VISUALS	AUDIO
A single mum in her late 30s and her 15-year-old daughter sit in silence, about to eat tacos for dinner at home. Just as the daughter goes for her first bite, her taco (Taco 1) comes to life, much like a sock puppet, quickly turning to the mother and spitting lots of food.	Taco 1 (female, Hispanic accent): Jenny used your make-up!
The mum's jaw drops and she squints to look angrily at the daughter. Then mum's taco chimes in.	Taco 2 (female, Hispanic accent): That's ok. Mum here is wearing Jenny's g-string... She's got a date tonight... with Mike's dad.
Now the daughter looks outraged. The mum tries to show a hint of a guilty smile.	Taco 1 (with a group therapist's tone): This is good!
Cut to Old El Paso logo superimposed over a shot of the mouth-watering taco plates, with a mess between them, as we hear:	Taco 1 (continues): ...Just taco 'bout things!

TONE REFERENCE

Telstra 1234 campaign (2010):

[Video 1](#) - [Video 2](#) - [Video 3](#)