

1. Two in One
:15

OPEN ON A REGULAR-LOOKING TEENAGER.

VO: You're not one thing.

SUDDENLY, A ROCK AND ROLL VERSION OF HIM SPLITS OUT TO THE LEFT AND A BASKETBALL PLAYER VERSION OF HIM JUMPS OUT TO THE RIGHT. THE GUITAR GUY DOES A SICK SOLO AND THE BASKETBALL GUY DRIBBLES THE BALL AND DOES A TRICK.

THE TWO PEOPLE CONVERGE BACK INTO ONE TO FORM OUR HERO.

VO: Why should your candy be?

A PACK OF JOLLY RANCHER MISFITS LANDS IN HIS HAND. THE UNISHARK AND MERBEAR POP OUT OF THE BAG.

VO: Two insane fruit flavors squished into one soft gummy.

HE GRABS ONE AND EATS IT.

Teenager: Sweet!

CUT TO LOGO AND PRODUCT SHOT.

VO: NEW! Jolly Rancher MISFITS. Try them today!

2. "Spirit Animal"
:30

OPEN INSIDE A TRIBAL TENT. AN ECCENTRIC SHAMAN DANCES AROUND A MYSTICAL FIRE.

AND POINTS HIS STAFF TO AN ATHLETIC TEENAGER IN A LETTERMAN'S JACKET.

Shaman: You are a big teddy bear with also kinda magical.

HE TURNS AROUND AND THEN POINTS TO ANOTHER TEENAGER WHO IS FIERCE AND BOSSY.

Shaman: And you're a shark, but also a bit of a softie.

HE THROWS A MAGICAL POTION INTO THE FIRE.

Shaman: Release their Spirit Gummies!

SUDDENLY, THEY TRANSFORM INTO MERBEAR AND UNISHARK.

Shaman: Hmm. Well that's a first.

MERBEAR AND UNISHARK HI-FIVE (FLIPPER TO HORN).

Merbear: Awesome!

Unishark: We rule!

CUT TO PRODUCT SHOT. WE SEE THE DIFFERENT GUMMIES SMASHING TOGETHER TO FORM MERBEAR AND UNISHARK.

VO: Two fruit filled explosions squished into one. Jolly Rancher MISFITS. A new breed of candy.

END ON LOGO AND TAG.

3. "Doodle"

:30

OPEN IN A LUNCHROOM CAFETERIA. THERE ARE A BUNCH OF DIFFERENT CLIQUEY LUNCH TABLES. WE CUT TO A TABLE OF MISFIT STUDENTS. ONE IS DOODLING IN A NOTEBOOK.

PUNCH IN TO A DOODLE OF MERBEAR AND UNISHARK. SUDDENLY, THEY COME TO LIFE AND JUMP OUT OF THE NOTEBOOK.

VO: Why fit in when you can stand out?

SUDDENLY EVERYONE IS ADMIRING OUR HERO WHO HAS MERBEAR AND UNISHARK AT HIS SIDE. THEY CHEER HIM ON AND HIGH FIVE HIM.

VO: Because weird is awesome.

CUT TO ANIMATED BEAUTY SHOT OF PRODUCT AND GUMMIES.

VO: Try something deliciously different with Jolly Ranchers MISFITS. Two fruit filled flavors fused into an awesome soft gummy.

END ON PRODUCT SHOT AND TAGLINE.

VO: Jolly Ranchers MISFITS. You chew you.

ALT: Calling all misfits.