



The Scripts

What follows are a few sample scripts, based on the ideas I've already discussed. But this is merely a starting point and, as I mentioned, we'll work with improv comedians to create a script that feels real, off the cuff, and...well, less scripted. It runs a bit long at the moment, but this is just the basis from which we'll create 15 and 6 second cutdowns.

1. How-To Instructional TikTok video

Our group of four friends - Mr. Bigworth, Sadie, Jake, and Tad - sit on a sofa moaning and groaning as they struggle with their hangovers. A fresh-faced Coco Nut Head sits in an armchair trying to read a book.

Mr. Bigworth

I'm dying.

Coco Nut Head

Well, can you do it somewhere else, please?

Sadie

Need water.

Jake

Need aspirin.

Tad

Maybe we need AA.

Coco Nut Head

Maybe you need to stop mixing wine with tequila.

Julian enters, pushing his fixed-gear bicycle.

Mr. Bigworth

Did you bring us some kombucha?

Julian

No. The cafe was out of stock. But this is even better.

Julian withdraws a bottle of Vita Coco water.

Mr. Bigworth

Vita Coco water?

Julian

Apparently it's got all these nutrients and electrolytes.

Sadie

Eurgh, it just reminds of those Piña Coladas from last night.

Jake

Gag.

Tad

Vom.

Julian

I don't know, I just drank some and I'm feeling pretty great.

Mr. Bigworth

Pass it here.

Julian tosses the bottle to Mr. Bigworth who unscrews the bottle the and pours the contents into his mouth. It goes everywhere and seeps into his fabric, creating a stain. And then suddenly, as if like magic, Mr. Bigworth's face lights up.

Mr. Bigworth

It's a miracle.

Sadie

Let me have some.

Jake

Shotgun!

Tad

No, me first.

Mr. Bigworth

I'm not finished.

Sadie

Give it here.

Sadie grabs at the bottle but Mr. Bigworth holds onto it.

Mr. Bigworth

No!

Jake

It's my turn!

Jake joins the fight for the Vita Coco. Then Tad. The four of them tussling for it. Coco Nut Head looks up from his book and shakes his head.

Coco Nut Head

(to Julian)

What's it called again?

Julian

Vita Coco water.

2. A quick, mini-infomercial

Sir Lenny is in a nighttime scene - which is effectively a dark blue background with a half-moon. He watches Mr. Bigworth drunkenly mumble, making no sense whatsoever.

Sir Lenny

(points to Mr. Bigworth and looks into camera)

Is this you?

The nighttime scene is replaced by a light blue background and a sun. Mr. Bigworth is now bent-double as he vomits yellowy-greenish confetti - with the odd fishbone - into a toilet.

Sir Lenny

How about this?

Mr. Bigworth lifts his head to catch his breath.

Mr. Bigworth/The O.S. voice from earlier

(dramatic)

Oh my god, I'm dying.

Mr. Bigworth vomits again. Sir Lenny gives him a comforting pat on the back.

Sir Lenny

(patronizing)

No, you're not. You're just hungover. But I know what'll cure you.

Mr. Bigworth

(Desperate)

What?

Sir Lenny retrieves a bottle of Vita Coco water.

Sir Lenny

Introducing Vita Coco. The best hangover cure ever.

Mr. Bigworth

Yeah, right.

Sir Lenny

I'm serious. It's filled with nutrients and electrolytes. Open wide.

Sir Lenny pours the Vita Coco water into Mr. Bigworth's mouth, but it just goes everywhere and seeps into his fabric, creating a stain. And then suddenly, as if like magic, Mr. Bigworth's face lights up and he wipes the confetti vomit from his mouth.

Mr. Bigworth

It's a miracle.

One of the other puppets, Tad, enters and groans - looking and feeling worse for wear.

Tad

What is?

Mr. Bigworth

Vita Coco. It really does cure your hangover.

Tad

Then give it here.

Mr. Bigworth

No, I need it.

Tad

I need it more.

Mr. Bigworth and Tad fight over the bottle of Vita Coco which flies into the air and lands on

the edge of the stage. A hungover Sadie appears in frame and steals the bottle.

Sadie

Thanks.

Sadie exits.

Mr. Bigworth/Tad

Nooo!

Mr. Bigworth and Tad chase after her. The influencer watches on in disbelief as Sir Lenny looks to screen and holds up the bottle of Vita Coco.

Sir Lenny

Vita Coco. Also work on humans.

SUPER: Your hang is over.

3. Six-second Vita Coco hangover memes

One of the puppets has a glazed, drunken expression.

SUPER: Are you intoxcatd?

SUPER: Do you even realize that we misspelt intoxcted?

SUPER: Then cure your hangover with Vita Coco.

— — —

One of the puppets vomits into the toilet.

SUPER: Is this you?

SUPER: Then cure your hangover with Vita Coco.

— — —

One of the puppets with a glazed, drunken expression.

Super: Are you intoxcted right now?

Vita Coco can help you.

HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE

— — —

One of the puppets vomits into the toilet.

Super: Are you hungover right now?

Super: Vita Coco can help you.

HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE
HANGOVER CURE

— — —

A shot of the puppet with a glazed, drunken expression next to a shot of them vomiting into the toilet with the labels 'Before' and 'After'.

SUPER: Is this you?

SUPER: Then cure your hangover with Vita Coco.

— — —

A shot of a puppet vomiting into the toilet. Next to a shot of them smiling with a bottle of Vita Coco.

SUPER: Want a cure for your hangover?

SUPER: Vita Coco.

— — —

A puppet smiles smugly as they clutch a bottle of Vita Coco water.

SUPER: People think I'm restoring my nutrients after a workout at the gym.

SUPER: But really I'm nursing a hangover.

— — —

Two puppets fighting over a bottle of Vita Coco.

SUPER: Hungover?

SUPER: Vita Coco is the cure.

— — —

A puppet bathing in bottles of Vita Coco.

SUPER: Cure your hangover with Vita Coco.