



Intro

A splitting headache, a dry mouth, and the heaves. The telltale signs of a good night out.

It's been a while since I had a hangover that wrote off my entire weekend, but back when I had what felt like two jobs - working and clubbing - I'd often spend my Friday nights club-hopping through East London, then Saturday and Sunday paying for it. Or even worse, trying to hide it from my creative director come Monday morning.

I tried all the rumored cures. From ripe bananas to Iron-Bru, activated charcoal to hair of the dog. All to no avail.

But now we have VitaCoco. Readily available at your local bodega. An affordable, tasty, CURE FOR YOUR HANGOVER that doesn't mean you have to spend the next shame-filled morning after a night out sipping on a bottle of Pedialyte.

Forget the Covid vaccine, as far I'm concerned this is the biggest medical-ish breakthrough since penicillin. A basic human right that everyone should know about. So let's spread the word:

Your hang is over.

Approach

I fell in love with this infomercial idea from the moment I started reading your script. It's a great way to convey the benefits of VitaCoco in an instructive yet entertaining way to a younger audience who probably isn't familiar with them. And, as you mentioned on our call, the adult hangover cure is very much an incognito brief. An inside joke geared towards the inebriated and hungover community.

But I suddenly realized there was an even bigger opportunity to communicate this message. The chance to reach a mass audience with the same instructional tone.

Enter TikTok.

TikTok has a captive audience and there has never been an infomercial on the platform selling a hangover cure. But through a series of fun, well-crafted mini-infomercials

targeted at millions of weekend party-goers we can break new ground.

We'll play with language, using direct questions from characters, influencers, and super, to lure our audience in. Then let the host reveal just how Vita Coco cures hangovers as we tell entertaining stories along the way.

We'll launch this on TikTok in three ways.

1. A How-To Instructional TikTok video with our host and puppets, introducing influencers synonymous with the nightlife scene who'll show our inebriated audience how it works.
2. A quick, mini-infomercial on TikTok that will appear late at night and early in the morning as our intoxicated audience returns home from bars and clubs and starts scrolling through the platform on their phone. As well as when they wake up the next morning and are in the midst of their hangover. We'll introduce our host, our puppets (more on them later), and tell them all about how VitaCoco can cure their hangover.
3. Six-second Vita Coco hangover memes, reminding our audience that there is a cure for their painful hangover.

Our objective here is to reach as many people as possible. To have people watching, re-watching, re-sharing, and buying Vita Coco in their droves. We want potential hangover-ees (it's a word) to be saying "OMG, have you seen these Vita CoCo's TikToks. So funny! And it actually works!"

To have them remix the videos and our song (more on that later too). For late-night comedy talk show hosts to be talking up Vita Coco as a miracle hangover cure. To have people falling in love with our puppets. And for Good Morning America to invite them onto their show. Who are these hangover cure ambassadors?

Let's take a look.

Characters

We'll have two or three characters in each TikTok video. Our host, a puppet, and an influencer. And perhaps another potential guest puppet.

Our Host

Sir Lenny

A well-known, but off-beat actor like Marc Maron playing a Jeff Pickles-type character from the Michael Gondry series *Kidding*. He's empathetic and wise, with a calm, trustworthy voice which can quickly become patronizing when he reveals his sarcastic, witty side. It's this ability to switch seamlessly between making people feel good about themselves whilst being incredibly condescending about their drinking habits that provides the comedy. Sir Lenny's job is to advise his friend Mr. Bigworth and our audience on how best to cure their hangover with VitaCoco water.

Our Puppets

Mr. Bigworth (30s)

A part-time drum and bass DJ, Mr. Bigworth is a party animal. Ibiza loyalist. And lover of all things vinyl. He is the lead puppet and always turns to Sir Lenny - his best friend - when in the midst of a regret-filled hangover and in need of a remedy.

Sadie (20s)

Majored in Communications and wants to do "something" in the arts. She has a vocal fry, a tote bag for every occasion, and complements her artfully dishevelled look with a pair of unprescribed, clear-lens glasses.

Jake (30s)

Likes Alexandria Ocasio-Cortez and thinks that what's happening in Yemen (he doesn't actually know what's happening in Yemen) is a terrible thing. Wears vintage flannel shirts, tight jeans, and only smokes roll-ups.

Tad (20s)

Works a job he hates in a call centre to fund the vegan zine he's producing with his friends. But he often misses customer calls while listening to Neutral Milk Hotel on the over-ear-headphones he lives in.

Julian (20s)

Works in an organic coffee shop just three doors down from his house but rides his fixed-gear bike there anyway. Has trimmed his wispy facial hair into something barely resembling a mustache.

This clique lives together in a shared basement flat in Brooklyn, but can often be found frequenting live music venues and underground clubs on a Friday and Saturday night. Oh, wait a minute, there's someone else...

Coco Nut Head (40/50s)

As his name might suggest, he's a coconut. He lives with our five friends in the basement flat and has done for twenty-odd years. He's seen plenty of people come and go and is now part of the furniture. A perennial grump, he cuts through the crap with snarky one-liners.

Influencers

Let's cast creators and influences who are synonymous with clubbing, live music, and festivals and have huge followings. Models, socialites, artists...

Puppets

Why Puppets?

We're not just using puppets because they're cool and irreverent. Although they are. But because they offer up an unexpected, playful, and comedic juxtaposition to what feels like an adult conversation.

While human actors playing drunk can quickly become tedious and repetitive, puppets - which can be constantly refreshed - are a compelling, visually interesting way to hold our audience's attention while we explain the nutritional and electrolyte benefits of Vita Coco.

And their exaggerated looks and mannerisms will add another layer to the funny lines our actors are delivering. They've already been successful in marketing a range of adult products like Levis Jeans in Europe.

Types of Puppets

We'll run some puppeteering tests, experimenting with a range of materials and looks before committing.

Ultimately, it will come down to comedy and originality as puppets in and of themselves aren't new and we want them to feel original and specific to the spot.

Avoiding familiar, cliched puppets we've seen time and again, in favor of a unique hybrid of sock, hand, big-eyed, and wiggles puppets. And we'll use professional puppeteers to get

those authentic, humanistic mannerisms and performances that generate emotion and create a connection with the audience.

Voices of Puppets

Let's bring together a diverse cast of standup and improv comedians to voice these characters. And rather than work with a traditional casting director, we'll team up with a comedy festival organizer to source the best up-and-coming comedians.

This is crucial to my process, as finding cheaper non-union talent will allow me to workshop the script and gags with the comedians, then share them with you before shooting.

Locations and Set Design

Your average TikTok video is shot in a domestic setting, such as a living room, kitchen, or bedroom. So we should seek to replicate this with a location that feels native to the platform.

Then add another layer of authenticity with a simple but charming makeshift stage that looks as if it's been built in the house of the creator or influencer. This DIY aesthetic is crucial to prevent the spot from looking like a traditionally polished, overproduced marketing ad.

Instead, it should be reminiscent of the lo-fi, beautifully crafted look that Spike Jonze achieved in his music video for LCD Soundsystem's 'Drunk Girls' or his Miller Auditions spot. Or the Wilkins Coffee ads with their line-drawn backgrounds and whimsical simplicity, subverting an adult subject matter in a way that feels funny and memorable.

Crafting Authenticity

It's hard to think of a more overused word in advertising right now than authentic. But this word goes right to the core of what TikTok is and our campaign should be.

For audiences to engage they need to believe. And for them to believe it needs to feel real. So it's important to let our characters and their stories evolve as we move through the development and production process and are inspired by what the actors and designers offer up.

Grounding our puppets with a combination of relatable creators/influencers and actors, allowing them to craft gags and performances that, like the best comedy, come from a place of emotional truth. It's in those little nuances we'll find that authentic voice we're

looking for.

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

Eurrgh, 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.

Music and Sound Design

TikTok is the only platform that leads with the sound on, so music and sound design should be paramount to everything we do.

Let's create a catchy musical sting that draws our audience in from the beginning and keeps them from flicking to the next video. Perhaps a saccharin 90s infomercial introduction that feels at odds with our modern times.

There's a rich selection of stock tracks and we could also get a few demos from music houses to choose from. Then we'll use this sting as the basis for a theme song that also weaves in audience sounds and laughter tracks to give it a weird, trippy, intoxicated vibe that stands out from everything else on TikTok.

TikTok Campaign Descriptions

"Your Hang Is Over" TikTok Music Video

Given what we've already discussed, a VitaCoco TikTok music video is a no-brainer for this kind of campaign. Entitled 'Your Hang Is Over', the lyrics would talk about the benefits of drinking Vita Coco water.

We could have Sir Lenny and the other puppets singing about the fun nights and hangover mornings. And their discovery of the cure: Vita Coco.

This is just a conversation starter, but we could get music houses to compose some catchy demo tracks.

TikTok Lipsync parodies

Lip-syncing is a bedrock of TikTok. You can bet that if the song is catchy, funny, or just plain weird, people will be re-posting videos of it or sharing it with their friends.

Let's have our Vita Coco host, his puppet friends, and maybe our influencers lip-sync some songs together. Perhaps drum and bass remixes of old/ancient-school songs by Doris Day, Nat King Cole, or Louis Armstrong that are now in the public domain. Again, we could use a music house to compose a few demo tracks for us.

TikTok Hashtag Challenge. #YourHangIsOver

Let's create a hashtag challenge dance to celebrate a cured hangover. "Your Hang Is Over" could be a comedic dance made up of five choreographed moves, explained in a step-by-step TikTok with Sir Lenny and Mr. Bigworth.

1. Mock heaving to the beat as your cheeks fill with air.
2. Wrapping your hands around your stomach as you try to hold it in.
3. Turn around with your back to camera as you bend over and mock vomit.
4. Turn to face the camera as you drink your Vita Coco water.
5. Revitalised, you confidently set off in another direction.

TikTok Trends - What's trending at this moment?

Trends move at lightning speed. Just look at how every other social media platform has given way to TikTok in the last year or so. So what feels fresh and relevant today is stale and dated tomorrow.

To ensure our campaign doesn't suffer the same fate, on the eve of our launch we'll look to see what is trending on TikTok and seamlessly work it into our campaign. So in the same way that six months ago people were shooting TikTok's with their fisheye lens at shoe level to create the "Cartoon Walk", we could have Sir Lenny and his other puppet friends Cartoon Walking from the Bodega as they drink a bottle of Vita Coco water.

Merchandising

In 1999, Levi's "Flat Eric" campaign ended up selling more puppets than jeans in London.

You might think I'm getting carried away here, but if people love the content then the sky is

the limit, so there's no reason we shouldn't be ready with some VitaCoco swag. I mean, what better way to advertise the brand and product than getting your customers to do it for you. It could even turn into a virtual influencer as it scales.

Outro

Social media is the best place and the best way to start a conversation these days. So let's harness the promotional potential of TikTok and take VitaCoco water viral. Spreading the word to those that don't already know that Vita Coco is the hangover cure that everybody is talking about. Accelerating that country-wide transition from Pedialyte to Vita Coco. And turning this VitaCoco spot, into a VitaCoco movement.

Thanks for reading. Hungover and out.