

Product Video Treatment

Logline: A man gives his girlfriend an Oreo when she was expecting jewelry.

Genre: Romantic Comedy

Characters:

- Scott - A man in love
- Tiffany - A woman in love

Target Audience: Adults & Kids over 13 in the United States

Narrative:

Scott & Tiffany are a couple in love. Scott meets Tiffany at a park (Setting) after work. He tells her he has a big surprise for her which excites her because she loves surprises. The background music plays along with scene's romantic theme. Scott reaches into his bag and reveals a jewelry box. He opens the jewelry box revealing an Oreo cookie.

Tiffany is shocked, gets mad and storms off leaving Scott with the cookie.

Scott decides to eat the cookie but right before he takes a bite, Tiffany comes back, grabs the cookie and storms off again. The music returns as we see the closing shot of the jewelry box, cookie and oreo branding. Text appears on the screen revealing the closing thought: Even if the answer is no, you can't say no to an Oreo.