

Anne Reavely and Kelli Sullivan
30 March 2022

30 Second Spot

Scene: Open to great-grandma and 8 years old grandson cooking in the kitchen, with all utensils and ingredients laid out to make Buffalo chicken dip with Franks hot sauce

Tommy: *Thank you grandma for teaching me this! Everyone at the class party is going to love it!*
Tommy looks at his grandma with a smile

Ethel: *Of course, sweetie. Be careful not to pour too much salt. It'll overpower the secret ingredient.*

zooms in on Tommy pouring the sauce

Tommy: *Ok grandma!*

*Cue parents walk in as Tommy is pouring Franks hot sauce into the mixing bowl.

Mom: *Hey guys what're you making?*

Dad notices Frank's hot sauce in Tommy's hand.

Dad: *Oh you're gonna put that in there? Isn't it spicy?*

Tommy looks at Ethel and Ethel nods at him with a smirk on her face.

Tommy: *Of course dad! We put that shit on everything.*

Cut to parents who are in shock with side eye.

Cues brand logo and image of hot sauce with the words "we put that shit on everything" in the corner

15 Second Spot

Scene: Open to great-grandma and 8 years old grandson cooking in the kitchen, with all utensils and ingredients laid out to make Buffalo chicken dip with Franks hot sauce

Tommy: *Thank you grandma for teaching me this! Everyone at the class party is going to love it!*
Tommy looks at his grandma with a smile

Ethel: *Of course, sweetie. Be careful not to pour too much salt. It'll overpower the secret ingredient.*

zooms in on Tommy pouring the sauce

*Cue parents walk in as Tommy is pouring Franks hot sauce into the mixing bowl.

Dad notices Frank's hot sauce in Tommy's hand.

Dad: *Oh you're gonna put that in there? Isn't it spicy?*

Tommy looks at Ethel and Ethel nods at him with a smirk on her face.

Tommy: *Of course dad! We put that shit on everything.*

Cut to parents who are in shock with side eye.