



Client: Pringles

Title: LotR:RotK Sweepstakes

Length: :30

Date: 10/3/2003

VIDEO

Footage from movie and video game intercut at fast pace in time to movie score. The sequences are punctuated by titles.



AUDIO

SUPER: THE JOURNEY

VO: One stage of your journey is over. Another begins.

Super: THE QUEST



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Super: THE PRIZE



Super: THE CONTEST

Pull back from battle scene that morphs to shot on Pringles table.





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Pull back and CGI wrap to form cylinder



Pringles and LotR Logos comes in forming the Pringles can



Prize visualization either by supers or stock footage



AUDIO

VO: The Pringles Lord of The Ring Sweepstakes. Buy any of the three Pringles collector edition cans and enter codes for a chance to win thousands of prizes

SUPER:
pringlesjointheadventure.com

VO: including a trip to Hollywood to see the movie with eight friends,

VO: or to be a character in the game from Electronic Arts.



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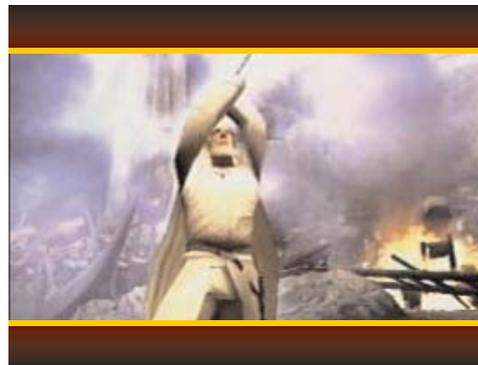
VIDEO

SC&O and BBQ come in to frame as Original can previously.



AUDIO

VO: Three heroes. Three flavors. Three different places to get the winning code. Collect them all.



VO: Live the game



VO: See the movie

Still of website



VO: Play to win.



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AUDIO

New Line Logo fades up, then out



LotR:RotK logo fades up with super then fade out



Super: In theaters December 17th

Glowing ring revolves and set to form lid on pringles can.



Legal Super: No purchase necessary. Official rules/entry details (and after 12/23/03, free game codes) available at www.pringlesjointheadventure.com. Open to residents of the US and Canada, 13 and older. Void where prohibited. Game ends 11:59 p.m. ET, 12/31/03.

VO: Pop the top.



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AUDIO

Can dramatically snaps into position and fades to black.



VO: Join the adventure.

VIDEO

Footage from movie and video game intercut at fast pace in time to movie score. The sequences are punctuated by titles.



AUDIO

SUPER: THE JOURNEY

(Video Game Footage)



OPTIONAL VO: One stage of your journey is over. Another begins.



Super: THE QUEST

(Film Footage)



VIDEO

AUDIO



THE SWEEPSTAKES

Super: THE SWEEPSTAKES

(Movie Footage)



Pull back from battle scene that transitions to picture of Aragon from video game



This image becomes picture of Aragon that is on Pringles can





Client: Pringles

Title: LotR:RotK Contest

Length: :15

Date: 10/28/2003

VIDEO

The image wraps around as Pringles graphics assemble to form can. Camera pulls back.



AUDIO

VO: Enter the Pringles/Lord of The Ring Sweepstakes. Buy any of the three Pringles collector cans

SUPER: pringlesjointtheadventure.com

Show a still of the web page



VO: and enter codes for a chance to win thousands of prizes

(Movie footage)



VO: including a trip to Hollywood to see the trilogy with eight friends,

(Video game footage)
EA game pack/EA Logo
combo/Teen rating



VO: and be a character in the game from Electronic Arts.



Client: Pringles

Title: LotR:RotK Contest

Length: :15

Date: 10/28/2003

VIDEO

LotR:RotK logo fades up with supers then fade out



Ring revolves in space and when it reaches a point facing the camera it fades out



fading in is a burst of glowing golden light with a sound effect of a "pop" revealing a lid twirling in the air



Can dramatically snaps into position and the lid falls on top of the Pringles can. Fade to black.



AUDIO

Super: In theaters December 17th

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VO: Pop the top.
SFX: Pop

VO: Join the adventure.