

LAIKA/house

Client: Coca-Cola

Agency: SANTO

MICROFANS
30"

A scientist in his lab, looking through the microscope.

Scientist: Not long ago, a swiss scientist found rare bacteria...

Cut to microfans.

Scientist: ...responsible for transmitting the so called world cup fever. He called them microfans.

Cut to players kissing the cup.

Scientist: They originated in the trophy, caused by years of players kissing the cup. And they multiplied.

Cut to man watching tv, his eyes wide opened as if hypnotized. He's got a coke in one hand and he's moving his other arm backwards and forwards, cheering for argentina.

Scientist: This argentine is infected.

Man: Ar-gen-tina!

Cut to russian lady, in the same criteria.

Scientist: This russian lady too.

Cut to different things as they're being named, all with the same criteria.

Scientist: Her mole. This old sweater. This electricity bill.

The screen is split in four (or very quick cuts) as we see more characters. The beard, the bat, the ice cube and the refrigerator.

Scientist: ...the list goes on.

Back to the scientist. Its microscope goes crazy and runs off frame cheering for Argentina.

Microscope: Come on Argentina!!!

Scientist: Noone or nothing is safe.

Cut to title. Microfans jump up and down. **EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.**

Cut to Toma Lo Bueno title.

2) LUCKY CHARMS

20"

A four leaf clover, a rabbit's foot and a horseshoe are sitting on a couch with their Cokes in hand. A futbol match is just beginning.

Horseshoe: Come on, now!

Four leaf clover: Come on Argentina.

Rabbit's foot (to the horseshoe): Are you wearing the blue briefs you wore on the last game?

Horseshoe: Oops... I forgot!!!

The rabbit's foot and the four leaf clover grab their heads.

Rabbit's foot: oh boy... we're screwed.

Clover: How could you forget!

The horseshoe turns away from the camera and smiles.

Horseshoe: There it comes!

The blue briefs enters the scene and sits down with them. The other three breathe, now at ease.

Briefs: Hello!

Rabbit's foot: Thank god.

Camera cut to a screen that reads: **The lucky charms.**

Cut to a red screen. The microfans jump around the screen: **EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.**

Camera cut to a screen with the Coca-Cola logo.

3) BATS :10 or :20

We are on a street in a city of bats. We see a bat salesman, who sells sharp-sighted bat eyes. We see several big pairs of eyes on the table, and a sign that reads: "Lynx eyes".

Several bats walk around from here to there as the bat salesman yells out.

Bat: Lynx eyes, guys!!! Lynx eyes to watch the worldcup!!!

Just then a bat drinking a Coca-Cola stops and says:

Bat 2: Two, please.

The bat salesguy gives them to him and the one who is buying them puts them on. They fit huge on him and are very funny looking, and he walks away drinking his Coke, as the salesguy continues yelling his speech: **Lynx eyes, guys!!!**

Camera cut to a screen that reads: **The bats.**

Cut to a red screen. The microfans jump around the screen:
EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.

Camera cut to a screen with the Coca-Cola logo.

4) ELECTRICIAN :20

We are in the kitchen of a house, where we see an electrician fixing a refrigerator. Meanwhile, he listens to the radio, the radio host is talking about the team.

Radio: The team did exercises with the ball and then rested the whole afternoon.

At that moment the electrician goes nuts with passion and yells:

Electrician: Let's go Argentina, here's for resting in the afternoon, yes sir!

The refrigerator becomes alive and yells along with him.

Refrigerator: And exercises with the ball, go, go!!!

The fridge puts her hand inside herself and pulls out two Cokes, gives one of them to the electrician, and they toast.

Camera cut to a screen that reads: **The electricians. The refrigerators.**

Cut to a red screen. The microfans jump around the screen: **EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.**

Camera cut to a screen with the Coca-Cola logo.

5) GRANDFATHER AND HAIR PIECE :10 or :20

We see an old grandpa watching tv, very concentrated, an Argentina national team match. With one hand he holds his Coke bottle and with his other hand he roots for his team. Suddenly, his hair piece begins to jump on his head, as it sings:

Hair piece: **Ar-gen-ti-na!!! Ar-gen-ti-na!!!!**

The old man joins his hair piece with a clap.

Camera cut to a screen that reads: **The grandfathers. The hair pieces.**

Cut to a red screen. The microfans jump around the screen: **EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.**

Camera cut to a screen with the Coca-Cola logo.

8) HEATED UP ICE CUBE

Inside a bar, on the counter, we see an ice cube, a glass and a barman watching a friendly warmup match. The barman is holding a Coke in his hand, the glass is full of Coca-Cola and has a straw, and it "drinks itself". The ice cube is very restless, he heat's up with the stuff going on in the match. We see him in various moments, always angrily yelling at the tv screen, walks around from here to there...

Ice cube: Cross the ball, cross the damn ball!! Shoot, shoooootttt... come on! No... how could you possibly miss that...?

It begins to draw steam from itself until it gets so angry and hot, that it melts. Only a puddle of water with two eyes is left. The barman and the glass stare at him.

Ice cube (resigned): S'always the same.

Camera cut to a screen that reads: **The barmen. The glasses. The angry ice cubes.**

Cut to a red screen. The microfans jump around the screen:
EVERYONE AND EVERYTHING, SUPPORTING ARGENTINA.

Camera cut to a screen with the Coca-Cola logo.