

**SIUE Advertising**  
**Dunham Hall, Radio Studio 131**  
**Edwardsville, Illinois**  
**BROADCAST DEPARTMENT**

**CLIENT: Coca-Cola**  
**PRODUCT: Coke Zero**  
**WRITER: Melanie Meyer**  
**LENGTH: 60**

SFX: SLIDING DOORS OPEN

SFX: FOOTSTEPS ENTER DOOR

MX: QUIET AMBIENT RESTAURANT MUZAK [UP AND UNDER]

CASHIER: Hi, can I help you?

YOUNG FEMALE CUSTOMER: Yeah, I think I'll have a chef salad  
and a Coke Zero. I'm trying to count calories.

CASHIER: Sure, no problem.

SFX: CASH REGISTER RINGS

SFX: ICE AND SODA BEING POURED INTO A GLASS

CASHIER: Here's your salad and your Coke Zero.

SFX: SLURPING SOUNDS LIKE SODA THROUGH A STRAW

CUSTOMER: Um, excuse me. I ordered a Coke Zero.

CASHIER: Yes...

CUSTOMER: Well, this is a regular Coke.

CASHIER: No, that is a Coke Zero. It just tastes so much  
like regular Coke that people often have a hard time  
telling the difference.

CUSTOMER: But Coke Zero doesn't have any calories. How can  
it taste this good? Seriously, just give me a Coke Zero.

CASHIER: I am serious, but here, try the regular Coke and see for yourself.

SFX: ICE AND SODA BEING POURED INTO A GLASS

SFX: SLURPING SOUND AGAIN

CUSTOMER: Wow, they really do taste the same. This means I can enjoy great Coke taste and stay on my diet. I'm impressed.

ANNOUNCER: Coke Zero. All the taste. None of the Calories. Are you ready to make the change?

MX: FADE