

Dunkin Video Review Kids Visual

- Start, bright, vibrant colors.
- Dream state, smiling, singing, they all have a donut in hand.
- The group of singing children are a pattern interrupt represented right in the ad.
- Adults stare in shock, disbelief.
- Little girl holds "Dunkin Donuts" box and shares with other kids reaching in and taking a donut.
- The bakers look at them with shock and contempt.
- Kids look straight at the camera and continue singing, each with a donut in hand (dream state).
- One kid in the background holds the "Dunkin" box.
- They pass a diner, a man in a business suit eating his pie pauses to look at the passing group of kids. The waitress chews gum and sneers at the kids, "waitress wanted" sign.
- Cute girl holds up the box, searching for one more donut (scarcity).
- Waitress and businessman crane their heads to watch the kid walking away.
- Cute girl finds 1 more donut, pulls it out, takes a bite as the camera pans in.
- Caption reads on bottom third: "It's worth the trip."

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- Upbeat music
 - Dunkin Donuts
 - You can't find it in a grocery store
(walks by grocery store and looks at owner and clerk and customer)
 - Dunkin Donuts
 - You can't find it in a bakery
(bakers look out the window)
 - Dunkin Donuts
 - They're not for sale in a restaurant
 - Dunkin Donuts
 - You have to get em at Dunkin Donuts
 - It's worth the trip!