

Blue Moon – Once In A Blue Moon

Specs

Friendly, warm, down-to-Earth. Nothing overtly salesy.

Copy

(OPEN ON FOOTAGE OF ROUTINES, THAT BECOME INCREASINGLY MUNDANE)

AVO:

**THE SUN RISES
THE DAY BEGINS
AND OUR ROUTINE ROLLS ON
AGAIN
AND AGAIN, AND AGAIN, AND**

WAIT.

**THIS IS NO ROUTINE
THIS IS KIND OF A *RUT***

**A MONOTONOUS
MEDIocre
SEA OF SAMENESS**

(CUT TO FOOTAGE OF SUPRISING AND DELIGHTFUL MOMENTS)

**SO WE LOOK FOR A TWIST
A SURPRISE
A DELIGHT**

(CUT TO BLUE MOON BEER FOOTAGE/MIXED-IN WITH DELIGHTFUL MOMENTS/SPOT FOOTAGE)

**SOMETHING DISTINCTIVE. REFERESHING. AND SPECIAL.
A *ONCE IN A BLUE MOON* MOMENT
TO STOP THE BROKEN RECORD
AND BREAK THE ROUTINE**

**LIKE, A BELGIAN WHITE ALE BREWED WITH VALENCIA ORANGE PEEL.
THAT'S WHAT WE'RE LOOKING FOR.
AND THAT'S WHAT MADE BLUE MOON THE #1 CRAFT BEER IN AMERICA.**

**WE MAKE "ONCE IN A BLUE MOON" HAPPEN MORE
THAN "ONCE IN A BLUE MOON."
SO YOU CAN REACH FOR THE MOON. AGAIN AND AGAIN AND AGAIN...**