

Panda Express + MTV  
 :30 Spot Options  
 V2 5.26.20

<b>OPTION 1: "GOLD STAR" – (chosen by client and in production)</b>	
Builds off the PANDA EXPRESS " <a href="#">We Wok for You</a> " campaign that focuses on thanking the community heroes. This fun, yet heartfelt approach thanks those who are staying home, while leaning into the supposed Millennial value that everyone deserves a trophy/gold star.	
<b>AUDIO</b>	<b>VIDEO</b>
<p><b>VO:</b>            Hey all you—</p> <p>Sweatpant warriors.</p> <p>Couch potato kings.</p> <p>Conference call queens.</p> <p>Viral dance challengers.</p> <p>And awe inspiring parents.</p>	<p><b>STOCK FOOTAGE:</b>            Clips that follow along with the VO.</p>
<p><b>VO:</b> Whether you're working from the frontline or your living room...you're doing a good job.</p>	<p><b>ANIMATED GFX/TEXT:</b>            (Flashing) GOOD JOB!</p>
<p><b>VO:</b> And if you're craving a tasty reward— Panda Express has an easy solution that's pretty black and white. Get it? Panda colors?</p>	<p><b>ANIMATED GFX/IMAGES:</b>            Pandas, PANDA EXPRESS imagery.</p>
<p><b>VO:</b> New Black Pepper Angus Steak. Hot off the Wok and ready for delivery.</p> <p><b>VO:</b> Only from Panda Express.</p>	<p><b>IMAGES/B-ROLL:</b> PANDA EXPRESS food and restaurant images/video/B-roll.</p>
<p><b>VO:</b> Think of it as your gold star.</p> <p><b>VO:</b> Wok on.</p>	<p><b>ANIMATED GFX:</b> Some type of visual gold star reward.</p> <p><b>IMAGE:</b> Panda Express logo.</p> <p><b>TEXT/ANIMATED GFX:</b> Under logo, add "WOK ON."</p>

<b>OPTION 2: “WOK, WOK JOKES”</b>	
Leans into PANDA EXPRESS’ playful, slightly-edgy humor recognized in <a href="#">ads/social</a> and the use of “Wok” in phrases like “Wok on” and <a href="#">“We Wok for You.”</a>	
<b>AUDIO</b>	<b>VIDEO</b>
<p><b>SX:</b> Knocking.</p> <p><b>VO MALE:</b> (<i>intentionally cringe-y</i>) Wok, wok.</p> <p><b>VO FEMALE:</b> (<i>unenthused</i>) Who’s there?</p> <p><b>VO MALE:</b> Panda.</p> <p><b>VO FEMALE:</b> (<i>unenthused</i>) Panda who?</p> <p><b>SX:</b> Womp, womp.</p>	<p><b>ANIMATED GFX OR STOCK FOOTAGE:</b> Outside, a man knocks on a house door.</p> <p><b>ANIMATED TEXT:</b> (in sound effect form) Wok, wok.</p> <p><b>ANIMATED GFX OR STOCK FOOTAGE:</b> Inside, a woman walks to the door.</p> <p><b>ANIMATED GFX OR STOCK FOOTAGE:</b> An animated Panda appears outside the door.</p> <p><b>ANIMATED GFX OR STOCK FOOTAGE:</b> She opens the door and...</p> <p><b>ANIMATED GFX:</b> POOF! All images dissolve. (Some type of visual transition)</p>
<p><b>VO FEMALE:</b> Are your routine meals feeling as exciting as a stir-fry knock-knock joke?</p> <p><b>VO MALE:</b> Sounds like you’re craving something to spice things up.</p>	<p><b>ANIMATED GFX/IMAGES/STOCK FOOTAGE:</b> TBD Disappointed person in the kitchen looking through their fridge or cabinets.</p>
<p><b>VO MALE:</b> New Black Pepper Angus Steak. Hot off the Wok and ready for delivery.</p>	<p><b>IMAGES/B-ROLL:</b> PANDA EXPRESS food images/video/B-roll.</p>
<p><b>VO MALE:</b> Only from Panda Express. We Wok for you.</p> <p><b>VO FEMALE:</b> It’s no joke.</p>	<p><b>ANIMATED GFX:</b> Panda Express logo.</p> <p><b>TEXT:</b> Under logo, add “WE WOK FOR YOU.”</p> <p><b>ANIMATED GFX:</b> Some type of visual tag.</p>

<b>OPTION 3: "PANDA EXPRESS DAY"</b>	
Plays off the running quarantine joke that no one knows can tell what day it is.	
<b>AUDIO</b>	<b>VIDEO</b>
<p><b>VO:</b> Are you tired of cooking and cleaning day in and day out?</p> <p>Craving something beyond the same blah meals from whatever's left in your cabinet?</p> <p>Disappointed that you can never tell what <u>day</u> it is.</p>	<p><b>STOCK FOOTAGE:</b> Person cooking and cleaning.</p> <p>Person looking in their cabinet.</p> <p>Person on their couch or looking out the window.</p>
<p><b>VO:</b> Panda Express has an easy solution that's pretty black and white. Get it? Panda colors?</p>	<p><b>ANIMATED GFX/IMAGES:</b> Pandas, PANDA EXPRESS imagery.</p>
<p><b>VO:</b> New Black Pepper Angus Steak. Hot off the Wok and ready for delivery. Only from Panda Express.</p>	<p><b>IMAGES/B-ROLL:</b> PANDA EXPRESS food images/video/B-roll.</p> <p><b>ANIMATED GFX:</b> Panda Express logo.</p>
<p><b>VO:</b> Suddenly, you'll remember what <u>day</u> it is.</p> <p><b>VO:</b> (DJ announcer voice) It's PANDA EXPRESS DAY!</p> <p><b>SX:</b> DJ air horn.</p>	<p><b>STOCK FOOTAGE:</b> Someone dancing in home (kitchen, near front door, dining room).</p> <p><b>ANIMATED GFX:</b> Panda Express logo.</p>

<b>OPTION 4: "ASKING FOR A FRIEND":</b> Leans into PANDA EXPRESS' voice on social and their current "We Wok for you" campaign.	
<b>VIDEO</b>	<b>AUDIO</b>
<p><b>TEXT:</b> (Typing out on screen as if posting on social): "Keeping it real...my family hated what I cooked last night. #Askingforafriend (facepalm emoji, laughing emoji)</p> <p><b>OR</b></p> <p><b>STOCK FOOTAGE</b> of a woman silently texting with VO</p>	<p><b>TEXT ONLY</b></p> <p><b>OR</b></p> <p><b>POSSIBLE FEMALE VO:</b> (Thoughts in her head as she texts): Keeping it real...my family hated what I cooked last night. Asking for a friend.</p>
<p><b>ANIMATED GFX:</b> Quick flood of likes, hearts, laughing emojis, and comments like...</p> <p><b>TEXT/SOCIAL COMMENTS:</b> "SAME!" "The home-chef struggle is real!" "Tough critics!" "It was probably too fancy..." "They always say they want something different, but they really don't."</p> <p><b>OR STOCK FOOTAGE</b> montage of women and men silently texting/replying back with VO.</p>	<p><b>SX:</b> Phone notifications sounding</p> <p><b>TEXT ONLY</b></p> <p><b>OR</b></p> <p><b>POSSIBLE VO:</b> (Various voices over the text.) "SAME!" "The home-chef struggle is real!" "Tough critics!" "It was probably too fancy..." "They always say they want something different, but they really don't."</p>
<p><b>ANIMATED GFX + IMAGES</b> Her friend replies on social with a foodporn-worthy Chinese food image from PANDA EXPRESS and three panda emojis.</p> <p><b>ANIMATED GFX + IMAGES:</b> Non-stop likes, emojis, reactions, memes, etc.</p>	<p><b>MALE VO:</b> Sounds like you're craving something to take the pressure off.</p> <p><b>SX:</b> Phone notification sounding.</p> <p><b>MALE VO:</b> We got you.</p> <p><b>SX:</b> Rapid phone notifications sounding.</p>
<p><b>IMAGES:</b> Panda Express images/branding <b>B-ROLL:</b> from PANDA EXPRESS.</p> <p><b>ANIMATED GFX:</b> Panda Express logo.</p>	<p><b>MALE VO:</b> Spice things up with... New Black Pepper Angus Steak. Hot off the Wok and ready for delivery. Only from Panda Express.</p> <p>We Wok for you.</p>

<p><b>OPTION 5: “We Will Wok You”</b> (Most likely off the table because of the cost of the song.)  Leans into the recent cheesy PANDA EXPRESS “<a href="#">music video</a>” and their use of “Wok on” and “We Wok for You”.</p>	
AUDIO	VIDEO
<p><b>SX:</b> Pots and pans banging to the BEAT of Queen’s “We Will Rock You” (i.e. Tap, Tap—Bang).</p>	<p><b>STOCK FOOTAGE:</b>  Clip of someone at home in their kitchen banging on pots and pans.</p>
<p><b>SX:</b> Only the BEAT plays in the background.</p>	<p><b>TEXT:</b>  We will we will, WOK YOU. Sing it!</p>
<p><b>VO:</b> If waiting for your delivery doesn’t have you as psyched as these guys—you need to spice things up.</p>	<p><b>STOCK FOOTAGE:</b>  Clips of people dancing by their door (appearing as if they’re waiting for delivery).</p>
<p><b>VO MALE:</b> New Black Pepper Angus Steak. Hot off the Wok and ready for delivery. Only from Panda Express.</p>	<p><b>IMAGES/B-ROLL:</b> PANDA EXPRESS food images/video/B-roll.</p>
<p><b>VO:</b> Wok On.   <b>SX:</b> Final BEAT (i.e. Tap, Tap—Bang).</p>	<p><b>ANIMATED GFX:</b>  Panda Express logo.</p>