

LIQUID IV / CHRISSY TEIGEN

CONCEPTS

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"STUBBORN"

In her KITCHEN, CHRISSY breaks a handful of DRY SPAGHETTI in half and throws it in a pot, turns on the gas, takes a step back, and stares at the pot... waiting for it to boil. BUT - there's NO WATER in the pot.

CUT TO the BACKYARD. Garden hose in hand, she's leisurely watering the plants. She's doesn't seem to mind that there's NO WATER coming out of the hose.

CUT TO the BATHROOM - a spa atmosphere - dim lights, candles, etc. Chrissy exhales in relaxation as she sinks in to the tub. She lifts the SEA SPONGE above her head and SQUEEZES IT in bliss, but NO WATER rains down. The bathtub is dry!

The Voiceover explains it all: **"If Chrissy can't have water with Liquid IV, she'd rather not have water at all."**

We close by showcasing the product in QUICK CUTS: Ordering via Alexa/Front door ding-dong/pouring in a bottle/shaking/sipping/ahh'ing.

BUTTON: Chrissy puts some green matcha powder in a mug. She's on the couch reading her iPad, she takes a sip, and coughs out a plume of green dust.

TikTok: Just the bath sponge gag.

"THIRSTY"

Chrissy sits at the kitchen counter; scrolling, sipping Liquid IV.

LUNA strolls in (or we hear her off-camera), and says, "Alexa, ask Liquid IV to multiply my hydration." Alexa replies: "It will be delivered Tuesday!"

Chrissy: "Luna, what did you do that for? We have tons of Liquid IV!"

Luna responds, **"Dad said he looked at your Instagram and you're really thirsty."**

Chrissy looks directly into camera, wondering how to handle this one.

Voiceover wraps up the spot with product messaging over video of skill installation and Alexa ordering.

"ANNOYING QUESTIONS"

As a busy mom, you often get health questions from friends that are kinda impossible to answer. They think they are helping, but they are really being annoying.

For example:

"Are you getting enough sleep?"

Yes? No? I don't know. I laid down for 7 hours but I don't know what happened. I think I got up 3 times.

"Are you eating healthy?"

I mean, what's your definition of healthy? I don't eat Big Macs but I'm not all macro-vegan-whatever either.

"Are you staring at screens?"

Well, how can I not?

"Are you grinding your teeth at night?"

Seriously? How should I know, I'm sleeping! Or maybe I'm not sleeping.

Those questions are hard to answer, but there's one question that's easy for Chrissy to answer with confidence:

"Are you staying hydrated?"

Yup, with Liquid IV.

This spot would feature Chrissy talking to camera at home (sort-of casually performing the "bit" above), culminating with the **one thing she knows for sure as a mom:** she's hydrated AF.

TikTok: An rapid-fire version of the above.

"SHAKY TABLE"

We're thrust into the middle of a lively and loud DINNER PARTY at Chrissy's. She excuses herself from the table, and opens the kitchen drawer to discover an EMPTY BOX of Liquid IV packets. NO! It can't be! She orders more via Alexa.

She returns to the table – in a funk. *How can she even get through this dinner without Liquid IV?* She's disconnected; lost in a daze.

One of the guests (a total D-Bag, mind you...) screams to her through the cacophony of conversations: "Hey Chrissy, your table was shaky, so I fixed it! Ha!"

She lifts the table to find THE LAST PACKET of Liquid IV shoved under the table's leg to level it! Cue the moral dilemma, visible in her eyes... Save the party, or get rehydrated?

Our question is answered when the table tilts quickly, sending WINE, GRAVY, and SAUCE all over the guests. But Chrissy sits there, unaffected, sipping her GLASS OF LIQUID IV.

ALT: Instead of a dinner party, this could be a one-on-one business lunch with an agent/manager type. e.g. she blows her book deal because the Liquid IV was more important than keeping the agent's shirt stain-free.

TikTok: A quick "HOW TO END THE PARTY" – she removes the packet, and the table tips, she sips.

"WHATS A GIRL GOTTA DO TO GET A DRINK AROUND HERE"

In her living room, CHRISSY adds the skill to her phone, but then tries to remember the phrase **"Alexa, ask Liquid IV to multiply my hydration."**

In a series of quick cuts:

Alexa, ask liquid to penetrate my gestation.

Ask liquor to vilify my generation.

Go ahead and divide the translation.

Ask Lexi about the multiverse of castration.

If I don't get my Liquid IV there's going to be retaliation.

Lick ivy and nullify my situation.

I never know what to write for "occupation."

Can I ask someone to supply a demonstration?

Ask my makeup artist to reapply my foundation...

And so on, until..

Alexa, ask Liquid IV to multiply my hydration.

BIGNO! Shortly thereafter, the DOORBELL rings, and she's pouring the LIQUID IV into her bottle - enjoying her reward!

TikTok: The best of the above