**LIPTON: THE TRAVELING TEA CUP**

April 13, 2013

*PROGRAM FLOW + CONTINUITY SCRIPT*

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| **PROGRAM SEQUENCE** |
| **TIME** | **ACTIVITY** |
| ***PRE-SHOW***2:00 –3:00 PM | * Arrival of Guests
* Pre-event Registration
* Table Assignments
* Distribution of Lipton iced tea
 |
| ***SHOW PROPER***3:00 –3:05 PM | 1. **OPENING SALVO**
* Opening presentation
* Host Opening Spiels
* Brand Rep’s Welcome Address
 |
| 3:05 –4:55 PM3:05 – 3:10 3:10 – 3:303:30 – 3:50 3:50 – 4:104:10 – 4:30 4:30 – 4:504:50 – 4:55 | 1. **TEA MOMENTS JOURNEY AND GAMES**
* Host intros Tea Moments Journey
* Tea Moment 1 – Paris
* On-stage Game 1 – House of Lipton
* Tea Moment 2 – China
* On-stage Game 2 – Musical Teacups
* Tea Moment 3 – Boracay
* On-stage Game 3 – Guess the Number of Tea Bags
* Tea Moment 4 – New York
* On-stage Game 4 – Tea Bag Toss
* Tea Moment 5 – Spain
* On-stage Game 5 –Guess the Concoction
* Host ends Tea Moments Journey
 |
| 4:55 – 5:00 PM | 1. **CLOSING**
* Host Closing Spiels
 |
| **5:00 PM** | **END OF PROGRAM** |

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| **CONTINUITY SCRIPT** |
| **ACTIVITY** | **AUDIO/VIDEO** |
| ***PRE-SHOW***2:00 – 3:00 PM* Arrival of Guests
* Pre-event Registration
* Table Assignments
* Distribution of Lipton iced tea

2:30 PM | ***AUDIO : AMBIENT MUSIC******ON SCREENS : Images of youngpeople in different places and scenarios drinking tea*****HOST:**Good afternoon everyone! Kindly get your boarding passes at the registration table and travel to your respective travel destination tables.Also, visit our Skitbook booth where you can travel to any of our 5 famous destinations and have your Skitbook shot taken there. We also have a Design Your Own Tea Cup booth where you can customize your tea cup with sequins, glitters and more!See you in a bit!Are you going to the beach, traveling out of the country, or simply relaxing at home? Then Instagram us a photo of your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.  |
| ***SHOW PROPER*** 3:00 – 3:05 PM**A) OPENING SALVO*** Opening presentation
* Host Opening Spiels
* Brand Manager’s Welcome Address
 | **A) OPENING SALVO*****Play of Lights******ON SCREENS : Opening presentation******ENTER HOST*****NOTE TO HOST: MAY ADLIB.****HOST:**Good afternoon ladies and gentlemen. Welcome to Lipton’s Traveling Tea Cup party! Get ready for a great journey as Lipton tea transports you to 5 famous travel destinations.Get to taste the wide variety of tea infusions as well and discover different possibili-teas! Before we begin with our journey, please welcome Lipton’s Brand Manager for some welcome remarks.***EXIT HOST******ENTER BRAND MANAGER*****<INSERT BRAND MANAGER WELCOME REMARKS>*****EXIT BRAND MANAGER******ENTER HOST*****HOST:**Thank you for that very exciting message **<insert brand manager’s name and title>**. |
| 3:05 – 4:55 PM**B) TEA MOMENTS JOURNEY AND GAMES****3:05 – 3:10*** HOST INTROS TEA MOMENTS JOURNEY

**3:10 – 3:20*** Tea Moment 1 – Paris

**3:20 – 3:30*** On-stage Game 1 – House of Lipton

**3:30 – 3:40*** Tea Moment 2 – China

**3:40 – 3:50*** On-stage Game 2 – Musical Teacups

**3:50 – 4:00*** Tea Moment 3 – Boracay

**4:00 – 4:10*** On-stage Game 3 – Guess the Number of Tea Bags

**4:10 – 4:20** * Tea Moment 4 – New York

**4:20 – 4:30*** On-stage Game 4 – Tea Bag Toss

**4:30 – 4:40*** Tea Moment 5 – Spain

**4:40 – 4:50*** On-stage Game 5 –Guess the Concoction

**4:50 – 4:55*** HOST ENDS TEA MOMENTS JOURNEY
 | **B) TEA MOMENTS JOURNEY AND GAMES*****AUDIO : AMBIENT MUSIC*****HOST:**There’s this quote by Arthur Pinero about tea which says “Where there’s tea, there’s hope.” With every cup of tea, there’s hope for a great moment – conversations are relished;a place enjoyed better, each moment is made more special.No matter where we are, the right tea can make the ordinary extraordinary. Aren’t you excited to learn all the creative tea concoctions coming your way? With Lipton tea, now you can get transported to exciting places and you can capture moments at these favourite destinations. Let’s begin the tea moments journey!**HOST:**Hold on to your beret or scarves because your Lipton tea is taking you to Paris!***ON SCREENS : Paris destination photo******SERVE LIPTON TEA WITH CHOCO ALMONDAND RECIPE CARD*****HOST:**Just like the culture of Paris, you can enjoy Lipton tea with choco almond for a nutty twist. You may collect all 5 recipe cards and get a special Lipton Tea gift bag after our program.***ON SCREENS: Taylor Swift – “Begin Again” Video*****HOST:**Wasn’t that great? Now you know how easy it is to transform your ordinary Lipton tea into your own personal tea mix that suits your taste and style. You can now take Lipton with you and add the energy of chocolate in it with the Lipton Choco Almond Tea mix!Now that you’ve tasted this wonderful mix, doesn’t it make you feel like you’re in Paris? It’s like you can almost paint the perfect picture of the Parisian ambience in your head. Imagine it – sitting outside a French café with your Lipton and choco almond tea mix, the Eiffel Tower as your perfect backdrop. Dictate what the audience should be seeing now if they were in Paris right now.Your Lipton Tea Moments Journey doesn’t end inside these walls. We have a special Instagram promo for you guys!Are you going to the beach, travelling out of the country, or simply relaxing at home? Planning a trip to Paris maybe? Then Instagram us a photo of you and your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.**HOST:**Did you enjoy your unique tea concoction everyone? I hope you’ve got enough energy becausewe’re going to play a game called House of Lipton!Here are the mechanics of the game. We need 2 players for this game. Each player must quickly build 2 pyramids out of empty Lipton boxes. The team who builds 2 pyramids the fastest wins. Alright, who wants to play?***GAME PROPER*****HOST:**Congratulations Team **<insert team number/name>**! You have won **<insert prizes>**. You may claim your prizes at the registration area.**HOST:**We will now travel to the mysterious country of China as your Lipton tea takes you there. ***ON SCREENS : China destination photo******SERVE LIPTON TEA WITH MANGOAND RECIPE CARD*****HOST:**Enjoy Lipton Tea with ginger at the majestic Great Wall of China. Take a break and recharge with this rich mix. ***ON SCREENS: Coldplay – “Princess Of China”*****HOST:**Now it’s so easy to transform your ordinary Lipton tea into your own personal tea mix that suits your taste and style. Experience the taste of Lipton with the tinge of ginger and be healthier.Doesn’t this tea mix make you feel like you’re being transported to the oriental land of China? The taste of ginger brings to mind the atmosphere on top of the Great Wall – cold and majestic. The tourists, the air, and the concrete beneath your feet just makes you feel you have reached a part of the history of the Chinese people. Your Lipton Tea Moments Journey doesn’t end inside these walls. We have a special Instagram promo for you guys!Are you going to the beach, travelling out of the country, or simply relaxing at home? Planning a trip to Paris maybe? Then Instagram us a photo of you and your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.**HOST:**How was the Lipton tea with mango? That tasted so good right? Well, now we’re going to play our next game that is will also make you feel good. Our next game is called Musical Teacups.Here are the mechanics of the game. For this game, we need 10 players. This is like musical chairs or the more commonly known Trip to Jerusalem, but instead of chairs, we have tea cup hats for the players to wear. All players must form a circle in the middle of the stage. While the music is playing, players must wear the hat and pass it on to the next player to the left. When the music stops, the player wearing or holding the tea cup hat is eliminated from the game. The last player remaining wins the game. Who wants to play?***GAME PROPER*****HOST:**Congratulations **<insert player’s name>**! You have won **<insert prizes>**. You may claim your prizes at the registration area.**HOST:**Now, get ready as your Lipton tea pushes you through the waves on a trip to Boracay! ***ON SCREENS : Boracay destination photo******SERVE LIPTON TEA WITH MELON AND RECIPE CARD*****HOST:**Just like Boracay, you can enjoy Lipton tea with the tropical taste of melon on the shores of the beach.Take the tropical vibe to the comfort of your home by adding melon to your usual Lipton tea mix.***ON SCREENS: Jack Johnson – “You And Your Heart”*****HOST:**For all you Melon lovers, now it’s easy to transform your ordinary Lipton tea into your own personal Lipton and Melon tea mix that suits your taste and style. The sumptuous taste of Melon gives you just the right amount of calm ideal for when you’re simply lounging at the beach.You can almost see it now as you sip your Lipton and Melon tea mix – the waves crashing on the rocks and rolling through the sand, surprising in strength yet calming in their gentle wafting. The sound of people talking and taking in the fresh aroma of Boracay’s shores. The kids playing on the sand, laughing and enjoying the sun. People trying on different sea activities and having the time of their lives.Your Lipton Tea Moments Journey doesn’t end inside these walls. We have a special Instagram promo for you guys!Are you going to the beach, travelling out of the country, or simply relaxing at home? Planning a trip to Paris maybe? Then Instagram us a photo of you and your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.**HOST:**That tea concoction was a real treat. Let’s move on to another treat of the program, a game called Guess the Number of Tea Bags! Here are the mechanics of the game. This game is fairly simple. We need 5 players to play. Each player has to guess how many tea bags are in the big bag by quickly feeling the bag from the outside. The player with the closest guess, if not exact number of tea bags, wins the game. Sounds easy right? Who wants to join the game?***GAME PROPER*****HOST:**Congratulations **<insert player’s name>**! You have won **<insert prizes>**. You may claim your prizes at the registration area.**HOST:**Our next trip is a famous destination much envied by many. Get ready as your Lipton tea takes you on a trip to the faraway and energetic state of New York City!***ON SCREENS : New York destination photo******SERVE LIPTON TEA WITH SALTED CHOCO AND RECIPE CARD*****HOST:**Enjoy your usual Lipton tea with salted choco among the exciting people of New York. Get the same excitement when you take a sip out of your Lipton salted choco mix.***ON SCREENS: Jay Z – “Empire State Of Mind”*****HOST:**For all you here who love the thrill of the spontaneous, you can now transform your usual Lipton tea and mix it with salted choco!Chocolate is common, but what makes this tea mix unusually great is the zest of the salted chocolate. Just like the thrill of the spontaneous, the taste of this great mix will surprise you. With the taste that this mix brings, you can almost see New York now. People are bustling through traffic, unknowingly facing different challenges that the day will bring. Cars honking, the sound of bike bells ringing. People scurrying through the busy streets, talking on their cellphones about meetings, parties, and their lives. Well your Lipton Tea Moments Journey doesn’t have to end inside these walls. We have a special Instagram promo for you guys!Are you going to the beach, travelling out of the country, or simply relaxing at home? Planning a trip to Paris maybe? Then Instagram us a photo of you and your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.**HOST:**That sure was a great tea mix! We’re going to infuse that mix with another great addition to our program – a game called Tea Bag Toss!Here are the mechanics of the game. We need 3players for this game. Each player is given 30 seconds to toss 20 tea bags inside a giant tea cup.Tea bags will be tossed one at a time. Once the tea bag has be thrown, the player cannot pick it up and attempt to toss it back in. The player with the most tea bags after 30 seconds wins! Who wants to join the game?***GAME PROPER*****HOST:**Congratulations **<insert team number/name>**! You have won **<insert prizes>**. You may claim your prizes at the registration area.**HOST:**Let us now move to a destination with a culture similar to ours. Brace yourselves as your Lipton tea takes you on a visit to the interesting streets of Spain!***ON SCREENS : Spain destination photo******SERVE LIPTON TEA WITH CHILI CHOCO AND RECIPE CARD*****HOST:**New country, new drink! Marvel at the cultural attractions of vibrant Spain along with Lipton tea with chili choco. Remember guys, keep those recipe cards that you get with every concoction, if you collect all 5 you will receive a special Lipton Tea gift bag later after the program.***ON SCREENS: Taio Cruz – “Break Your Heart” Video*****HOST:**Now it’s easy to transform your ordinary Lipton tea into your own personal Lipton and Chili Choco tea mix that suits your taste and style.As you take a sip of your Lipton tea with chilli choco, it will make you see the beautiful Spanish people walking on the Streets of Spain. The eclectic shops along the street walls present their unique products and culture. As you trudge along, you will notice the different establishments and landmarks that are old and rich in their culture – the La Sagrada Familia, Hospital de Sant Pau, built in the modernist design that Barcelona is so famous for. Check out the street performers, take a look at the interesting architecture, see a show, or stop for a beer and soak up the vibrant atmosphere.Your Lipton Tea Moments Journey doesn’t have to end in Spain and inside these walls. We have a special Instagram promo for you guys!Are you going to the beach, travelling out of the country, or simply relaxing at home? Planning a trip to Paris maybe? Then Instagram us a photo of you and your teacup wherever you go! Join the movement! It’s as easy as 1, 2, TEA! 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Players will have to name the special ingredient for each of the 5 concoctions on the table. The first one to correctly get all 5 special ingredients wins the game. Alright, who wants to play and win great prizes?***GAME PROPER*****HOST:**Congratulations **<insert team number/name>**! You have won **<insert prizes>**. You may claim your prizes at the registration area.Congratulations to our winning players! And thank you to the other players who have participated in our games. This is the end of our tea moments journey, but don’t fret, because the journey can still continue anywhere as long as you have Lipton tea to explore with you.  |
| 4:55 – 5:00 PM**C) CLOSING*** Host Closing Spiels
 | **C) CLOSING*****AUDIO : AMBIENT MUSIC*** **HOST:**That about wraps up our party! On behalf of Lipton, I would like to thank everyone for attending and this party that they have specially stirred up for you guys. I hope that you enjoyed your journey together with them! Now, you can make every moment, in any destination, much more special with Lipton tea. But before you leave, visit our Skitbook booth where you can travel to any of the 5 destinations you experienced this afternoon and have your Skitbook shot taken there. There is also a Design Your Tea Cup booth where you can customize your tea cup with sequins, glitters and more! Remember to Instagram us a photo of your teacup wherever you go! Join the movement because it’s as easy as 1, 2, TEA! It takes only three easy steps to join the movement and get the chance to receive special Lipton gift packs!Step one: Purchase  specially-marked Lipton products to get a free Lipton teacup, available at any Robinsons Supermarket nationwideStep two:  Take a photo of your teacup featuring Lipton Yellow Label Tea and the pretty background of your desTEAnationStep three: Follow @LiptonPH on Instagram, uplaod  your  teacup photo, and tag us with the hashtags #ILoveWellness and #DrinkPositive.With Lipton, the possibiliTEAS are endless! For complete (promo mechanics) details, log on to Lipton Philippines on Facebook.Goodbye everyone and have a great night!  |
| **5:00 PM** | **END OF PROGRAM** |