

EXQUISITE TASTE

A Woodford Reserve Spec Commercial
:30 Television Spot

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FADE IN:

INT. UPSCALE BAR - NIGHT

A group of young Black male professionals, sharp in tailored suits, stand around a marble bar. They laugh, clink glasses, confidence glowing under warm ambient lighting.

CUT TO:

ENTRANCE - BAR DOORS OPEN

A group of young Black female professionals walks in, elegant dresses, poise, presence. Heads turn. Smiles are exchanged. Energy shifts.

CUT TO:

INT. LOUNGE CORNER - NIGHT

A mixed group of stylish Black men and women sit casually on velvet seating. They raise glasses of bourbon.

GROUP (TOASTING)
(soft laughter, overlapping) Cheers.

CUT TO:

INT. BAR - CHANDELIER

The camera tilts up. A crystal chandelier glows warmly. Light refracts like liquid gold.

MATCH CUT TO:

EXT. BAR - NIGHT

Luxury cars glide to a stop outside: a Mercedes, a Bentley, a black Escalade. Affluent Black couples and friends step out with effortless sophistication.

CUT BACK TO:

INT. BAR - NIGHT

Everyone, professionals, couples, friends, lifts their glasses together.

A slow, cinematic push-in reveals the Woodford Reserve bottle on the bar. Amber tones shine through it like fire.

SUPERIMPOSE: “Woodford Reserve.”

SUPERIMPOSE: “For those with exquisite taste.”

FADE OUT.

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