Abby Gagnon

COMM 320

Geico Assignment

Spot opens with a front-shot, close up of a family in a car, visibly frustrated sitting in a traffic jam.

The father and mother are in the front seat and two kids, a boy and girl sit in the back.

 “Are we there yet?,” the little girl in the backseat asks in a whiny tone, leaning in between

the front two seats. Cut to the brother in the backseat, eyes glued to a tablet.

Cut to the front seat. The mother and father both audibly sigh. The father rests his elbow on the

window sill, head in hand. “Sweetie,” the mother says with a forced smile, “That’s the fourth time

you’ve asked in 5 minutes.” The little girl sits back in her seat with a huff of disappointment. “You

just have to be patient, we did not expect it to be this busy today!” the father says. A bee flies in

through the cracked open window on the driver’s side. Chaos ensues. Everyone is screaming and

trying to get the bee out of the window. Amidst the panic, with a wild swing of the arm, the

driver ends up honking the horn loudly. Cut to the bee flying out of the car. The mother and father

lean forward and peer out the windows on each side with awkward, polite grins. Cut to

zooming out to reveal the full scene. Lots of people stopping mid chewing and talking at

restaurant tables and staring at the family in the car. The scene is revealed that the family

is literally getting food at a “driving-through” within a building. Cut to lots of tables with people

eating and a road going through the middle of the restaurant. There is a hole on each side of the

building for cars to drive through and get food. Cut to a line of cars, single-file, waiting for their

turn at this “drive-thru” restaurant. ANNCR: “Driving through a drive-thru?–Surprising.

“What’s not surprising is how much money Aleia saved by switching to Geico. 15 minutes

could save you 15% or more.” SUPER: over scene with the bee from earlier doing a little happy

dance drinking soda out of a spilled cup on the ground. Geico logo.