

WORLD CHOCOLATE DAY REEL 2026

"MEET THE CHOCOLATE TEAM"

Objective:

Show how one TasteLab Frappe Mix can be transformed into five different chocolate beverages, while connecting each recipe to a unique team personality.

Duration: 50–60 Seconds

STYLE:

Fun, professional, fast-paced, Instagram-friendly.

OPENING SHOT (0-5 sec)

Visual:

- Close-up of the TasteLab Frappe Mix pack.
- Milk being poured.
- Blender running.
- Chocolate swirl shot.

Voiceover:

"One Frappe Mix."

Pause.

"Five Chocolate Personalities."

Text on Screen:

WORLD CHOCOLATE DAY
Meet The Chocolate Team

SCENE 1 – HR

OREO CHOCOLATE FRAPPE THE PEOPLE PERSON

Visual:

HR interacting with colleagues.
Laughing, discussing work, greeting team members.

Dialogue:

"I bring people together."

Pause.

"Just like Oreo and chocolate."

Visual:

HR takes a sip of Oreo Chocolate Frappe.

Text:

OREO CHOCOLATE FRAPPE
The People Person

**SCENE 2 – FINANCE
CLASSIC CHOCOLATE FRAPPE
THE RELIABLE ONE****Visual:**

Finance manager reviewing reports.
Using calculator.
Checking spreadsheets.

Dialogue:

"Consistency matters."

Pause.

"That's why classic never goes out of style."

Visual:

Raises Classic Chocolate Frappe.

Text:

CLASSIC CHOCOLATE FRAPPE
The Reliable One

**SCENE 3 – IT
MOCHA CHOCOLATE FRAPPE
THE PROBLEM SOLVER****Visual:**

IT employee working on laptop.
Helping a colleague.
Fixing an issue.

Dialogue:

"When things get complicated..."

Pause.

"I stay focused."

Pause.

"Coffee and chocolate help."

Visual:

Takes a sip.

Text:

MOCHA CHOCOLATE FRAPPE
The Problem Solver

SCENE 4 – R&D**HAZELNUT CHOCOLATE FRAPPE
THE INNOVATOR****Visual:**

R&D employee testing products.
Mixing samples.
Evaluating flavours.

Dialogue:

"I like experimenting."

Pause.

"Something unique always stands out."

Visual:

Shows Hazelnut Chocolate Frappe.

Text:

HAZELNUT CHOCOLATE FRAPPE
The Innovator

SCENE 5 – PURCHASE**CARAMEL CHOCOLATE FRAPPE
THE NEGOTIATOR****Visual:**

Purchase manager on a supplier call.
Reviewing quotations.
Discussing prices.

Dialogue:

"Getting the best deal is an art."

Pause.

"A little sweetness helps."

Visual:

Shows Caramel Chocolate Frappe.

Text:

CARAMEL CHOCOLATE FRAPPE
The Negotiator

FINAL TEAM SHOT (45-55 sec)

Visual:

All five employees walk into frame holding their drinks.

No dialogue.

Background music builds up.

Quick 1-second cuts:

HR holding Oreo Frappe

Text:

THE PEOPLE PERSON

Finance holding Classic Frappe

Text:

THE RELIABLE ONE

IT holding Mocha Frappe

Text:

THE PROBLEM SOLVER

R&D holding Hazelnut Frappe

Text:

THE INNOVATOR

Purchase holding Caramel Frappe

Text:

THE NEGOTIATOR

After the final cut:

All five employees stand together and raise their drinks.

Text appears:

Different Roles.

(0.5 second pause)

Different Chocolate Personalities.

(0.5 second pause)

ONE FRAPPE MIX.

HERO PRODUCT SHOT (55-60 sec)

Visual Setup:

Place the TasteLab Frappe Mix pack in the center.

Arrange the 5 drinks around it:

Camera Movement:

Slow circular movement around the products

OR

Slow zoom out revealing all five drinks.

Text:

Happy World Chocolate Day

One Frappe Mix.

Endless Possibilities.

Classic Chocolate Frappe

Oreo Chocolate Frappe

Mocha Chocolate Frappe

Hazelnut Chocolate Frappe

Caramel Chocolate Frappe

TasteLab

Endless Possibilities

KEY MESSAGE FOR VIEWERS

One TasteLab Frappe Mix can create multiple menu-ready chocolate beverages, helping cafés and restaurants offer variety without managing multiple base mixes.