

1) With a short narrative.

The ad starts with extreme close up of a modern looking, very sleek alarm clock. Alarm rings and – again – very modern looking – family starts their morning routine.

Notable thing is that the clock motive continues through the soundtrack – it is beat-based; thus, the routine is also based on beats, i. e. jump cuts and freeze-frames are used to show how the family is moving through their flat. For example, a very short cut (or a freeze-frame) of a father in pajamas and a tooth-brush in his mouth is followed by a jump cut (or another freeze-frame) of him in a business suit. Such frantic editing will serve a twofold purpose – to depict an extremely fast, machine-like rhythm of the modern life and to save time; this scene can be shown in a mere few seconds.

Child is shown at the school-desk, father – in a business meeting, mother – in an office environment. The tempo is increasing, the frantic movements of people are shown in fast motion. The environments should look sleek, modern, and sterile, fast motion movements – a bit machine like. Beat-based soundtrack becomes faster and more intense.

Each of these extremely short segments are interrupted. Father's business meeting is interrupted by a very retro-looking milkman, delivering milk in the glass bottles. A simple shot-reverse shot between father and the milkman should suffice – during that edit the tempo of the music should slow down, the fast motion should slow down as well. The rustic, retro appearance of the archaic milkman should create a juxtaposition with the modern environment.

Mother's office day is interrupted by the package delivery. The package is put together with great care, there are many beautiful postal marks on it, the wrapping paper is a bit worn out, yet pretty – again, a rustic, a bit nostalgic feeling. Inside a package – hand-made block of chocolate.

Child's machine-like school routine is interrupted by a regular break. During the break a child is shown buying nuts and raisins from the grandmotherly looking woman, who clearly grew them herself. Both mother's and child's interruptions are accompanied by the same temporary slow-down of time and the music's rhythm.

The tempo yet again increases, the family members (during their lunch break) are back at the flat. They are preparing their lunch table. The process of it is shown through a very fast edit of extreme close-ups: tablecloth, silverware, bottle of milk, jar of caramel, plate of chocolate, lastly – a bowl of „Karališki“ ice cream. Someone touches the ice cream with a spoon and time slows down to a crawl.

Camera zooms out. The table is wooden and rustic; the hand-made glass jar is full of home-made caramel, some of it is dripping on the side; The milk in the glass bottle looks cold and refreshing; nuts, raisins and imperfectly broken pieces of chocolate all look delicious. The family members are relaxed, merrily talking about something, eating the ice cream, which occupies the center of the table. Ice cream contains all the products that are shown around it. The beat-based, intense music is replaced by the nostalgic-sounding radio, which crackles a bit and plays an old-timey, jazzy tune. If there are still a few seconds left, the camera can zoom out of their window to show the outside world still frantically running in fast motion while our family enjoys the ice cream in this perfect, slowed-down moment.

The young, modern family should appeal to the main viewer-base, who are tired of the constantly moving, ever-demanding pace of the modern life and yearn to slow down a bit and enjoy the moment. The main association created by this ad would be that we can be the masters of our time if we can allow to treat ourselves at least once in a while – with „Karališki“ ice cream, of course.

2) A much simpler narrative

Extremely hot summer day. A bustling city park. A man in a suit, with a mobile phone in hand. The man is running somewhere. He is constantly bumping into people and things in a comical manner – think Charlie Chaplin and Buster Keaton physical comedy, i. e. exaggerated movements, etc. The man bumps into something and falls down – a cow is looking down on him, licks his face. The man is completely surprised – a cow? In a city park? The man jumps up – in front of him a village milk farmer and a couple of cows pass by. Village farmer simply tips his straw hat, maybe apologizes. He is carrying a bag full of milk bottles.

The befuddled man continues to run, seeing various strange things, for example, a couple of exotic looking merchants in full national garb peddling raisins and nuts; something rolls down the man's path – it's a chicken egg. Man looks forward (shot-reverse shot) – a chicken with the bunch of chicks are crossing the path in the park. Things like that.

Finally the man reaches his destination. In a shade of a large, old tree his family is waiting with a picnic basket, man's wife on the phone. She was the one calling him. The man smiles, wipes out his sweat, sits down. His wife takes “Karališki” ice cream out of the basket (extreme close up) and everyone starts to eat. Camera zooms out a bit – Above the tree line you can see a bustling modern city in extreme heat, but down there, in the tree shade the family is enjoying ice cream surrounded by nature. A cow passes by in the background and moos.

This one emphasizes the high quality, natural ingredients and “bringing a bit of the countryside to your life” every time you and your family eats “Karališki” ice cream.

3) Short abstract narrative

First couple of shots – a long shot of Persian camel caravan in the desert. A head merchant (medium close up) of the caravan pours down some fine nuts and raisins in the bowl. We can't see who is holding the bowl.

Second scene – an idyllic, rustic 19th Century French village. A large, bearded farmer pours delicious-looking, cold milk into the same bowl.

Third scene – a royal kitchen. The most exquisite Belgian chef with a paper-thin moustache pours down his masterpiece – a perfect blend of caramel into the bowl.

Fourth scene – a royal family is standing in front of bowl, we can't see what's inside it, but it shines (like the suitcase in Pulp Fiction). The king, the queen, prince, and the princess all have their eyes closed – they are simply smelling the content of the bowl. The royal family are clearly enjoying the smell, as all of them are smiling.

Royal family open their eyes – they transform into a regular, modern family in a regular, modern kitchen. In front of them – a bowl of “Karališki” ice cream.

Emphasizes the quality products and the meaning behind the brand-name “Karališki.”