

ALANI NU – “DISCOVER YOUR COLOR”

30 Second Commercial

0:00 – 0:03

COLD OPEN – SUBWAY (GRAYSCALE)

VISUAL

A dim subway train rattles through a monochrome city.

A girl sits alone on the train, hoodie up, headphones in.

She stares at the floor. Everything around her is muted, drained, lifeless.

Across from her, the members of **KATSEYE** sit quietly in casual streetwear, also grayscale, blending into the world.

The girl sighs and presses play on her music.

0:03 – 0:06

TRUE COLORS BEGINS

AUDIO

Soft, stripped-down cover of “**True Colors.**”

MANON (soft, warm)

"You with the sad eyes...

Don't be discouraged...

Oh, I realize...

It's hard to take courage..."

VISUAL

Each **KATSEYE** member slowly looks up.

Their eyes brighten slightly as the melody builds.

Hints of color begin to flicker:

- A faint glow on their bracelets
- A subtle sparkle on Sophia's hoodie string

The girl looks up, surprised.

0:06 - 0:07

THE MOMENT

Sophia reaches out.

CRACK.

She opens a can of **Alani Nu Sugar Rush**.

COLOR BURST

AUDIO

Walking on Sunshine (Remix) explodes in.

VISUAL

Color blasts from the can like paint powder.

The subway transforms instantly.

- Graffiti bursts into neon
- Sparkles explode through the train
- Rainbows ripple across the seats and windows

The girl gasps.

Her hoodie shifts to **pastel pink**.

Her nails flash **neon teal**.

0:07 - 0:12

FIRST CHORUS

SOPHIA (bright pop tone)

"I used to think maybe you loved me...
Now baby I'm sure..."

Sophia grabs the girl's hand.

The subway doors burst open.

Outside: a **fully colored neon city**.

0:12 - 0:20

RUNNING THROUGH THE CITY

The girls run through the streets laughing, spinning, dancing.

VISUAL MAGIC

- Sophia drags her hand across a brick wall → glowing graffiti
 - Manon spins under a bridge → pastel confetti bursts
 - Daniela taps a street lamp → rainbow light erupts
 - Megan hops off a curb → color ripples like water
 - Lara kicks a puddle → glitter explodes
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MUSIC STACK

SOPHIA / DANIELA / YOONCHAE

"I'm walking on sunshine... whoa!"

MANON / LARA / MEGAN / DANIELA

"See your true colors..."

GROUP SWITCH-OFF

"I'm walking on sunshine, whoa!"

"See your true colors..."

"I'm walking on sunshine woooh!"

ALL

"And don't it feel good?!"

0:20 - 0:27

TRANSFORMATION MONTAGE

Fast energetic cuts:

- The girl drinks the **Alani Sugar Rush**
- Color flows through her veins like glitter
- Her outfit transforms into street-fashion hero style
- She runs through a tunnel that lights up in a rainbow wave

KATSEYE dances around her, painting the world brighter with every move.

The world shifts from gray → pastel neon color.

0:27 - 0:30

FINAL HERO SHOT

Rooftop at sunset.

Wind blowing.

Neon skyline glowing.

Sophia places the **Sugar Rush can** in the girl's hand.

MANON (soft reprise)

"True... colors..."

TITLE CARD

DISCOVER YOUR COLOR

PRODUCT SHOT

ALANI NU - SUGAR RUSH

Rainbow bracelets glowing.

VOICEOVER (Sophia)

"Alani. Bring your world into color."

Music ends on a bright, sparkling chord.