



which is better?

“oversized sunglasses” :30

open inside a focus group room. a james lipton-style moderator leads. sitting around the table are a group of seemingly typical people, but we soon learn that only one person in the room actually has normal opinions. next to the moderator are two display boards on easels that show the products being compared and their benefits

moderator: today we're going to discuss two groundbreaking innovations. **vitaminwater10**, the 10-calorie drink with great taste, and oversized sunglasses. so, which is better, **vitaminwater10** or oversized sunglasses.

woman 1: i like how oversized sunglasses make you look great, and keep people guessing. am i wearing makeup? you don't know.

woman 2: yeah, it's like “is her face really that skinny, or is it just those oversized sunglasses?”

woman 3: they also say “i'm checking you out. or at least someone in your general vicinity.”

vw10 woman: all great arguments. but **vitaminwater10** combines great taste and just 10 calories. what could be better than that?

woman 1: how about eliminating the raccoon-eye tan?

anncr: **vitaminwater10**. incredible taste and just 10 calories. the secret's out.

