



CONFIDENTIAL

**Arks Limited**  
Advertising and Marketing  
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Mr.Tiernan McBride  
Advertising on Film  
49 Morehampton Road  
Dublin 4

25th June 1982

Dear Tiernan

Please find enclosed three scripts for Guinness for which I would like a quotation as set out below.

- 1. Chieftains, McLean and Branagan.
- 2. Chieftains and McLean.
- 3. Chieftains and Branagan.
- 4. McLean and Branagan.
- 5. Each script separately.

As usual this quotation is competitive.

We will look after payment for the Chieftains,McLean and Branagan and the music. It is intended to use these commercials on RTE,UTV and Cinema and they must conform to the RTE Drink Advertising Code.

I would like your quotations to include all other artistes and extras and I would also like the cost of a 30 sec. cutdown of the Chieftains commercial. The Chieftains will be in the USA in August, so we can take advantage of that. With regard to Don McLean, we will only have him for one day and we will also want to take stills of him on the shoot for other uses.

I would like your quotations also to take into account the question of weather cover.

If you have any queries, please do not hesitate to contact us. I suggest that you might like to have a meeting for clarification.

Yours sincerely

TREVOR J.JACOBS  
DIRECTOR





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Cut to Matt Molloy. Dissolve from him stabbing at flute with his mouth, to taking a sip of Guinness. M.M: There's a great sense of naturalness about a Guinness it's a true original. No beer comes near it.

Footage of Chieftains on location in the States: San Francisco Hill, Bloomingdales Store in New York, Disneyland. FX: GUINNESS MUSIC

Pub in New York as Kevin Conneff orders pint. Girl in Chieftains (or Guinness) T. Shirt comes up to him and he signs beer mat for her. FX: GUINNESS MUSIC

Cut back to two fiddlers in group, going from one to the other. FX: The dance of the fiddle....

On back of satin jacket read THE BIG APPLE. Girl turns round with two pints of Guinness and hands one to man in pub as above. The bite of the hops....

Cut back to concert. Sean Keane seen in pool of light from backstage. S.K: Guinness has a style, a taste of its own - and like the best styles, it comes naturally.

Coming to end of concert: as group each play out Guinness music, cut from each one playing to same one in pub, 3 with bottles of Guinness. ANNCR: The pure sound...  
The pure taste...  
Rich and dark...  
Deep and rewarding...

Cut to Kevin Conneff in spotlight playing bodhran - same swift riff as beginning of commercial. Dissolve to pint in spotlight. ANNCR: Guinness....  
K.C: Ah, no, you just can't beat it!  
TITLE: GUINNESS. ANNCR: Guinness. No beer comes near.  
NO BEER COMES NEAR.

Advertiser: G.G.S.I.  
Product : Guinness  
Length : 40 Seconds

Technique: Live Action  
Ident :  
Title : Don McLean

VIDEO

AUDIO

Establish Stephen's Green or similar Dublin location. Two girls walk towards camera. Freeze frame as one looks towards camera in passing. Intercut Guinness pint in big close-up turning to reveal part of logo, then stopping.

1½ mute.  
F.X: MUSIC UP  
D.McL: Anything can spark off a song.....  
  
a face.....a word....

Cut back to girl turning around quickly as if recognising somebody and reveal Don McLean walking in Stephen's Green. He looks after the girls and walks on.

ANNCR: Don McLean.....  
D.McL: It's just gotta come natural.

Dissolve to McLean backstage in dressing room. Pan across his guitars and banjos.

ANNCR: singer.....

Cut to sheet music with words Bye, Bye Miss American Pie.

ANNCR: songwriter.....

Dissolve to heavily decorated cowboy boots in stirrup and pull focus to reveal McLean on horseback fording river in Western setting.

ANNCR: original.....

McLean dismounts from horse.

D.McL: Guinness is one of the few natural beers in the world. That's why I drink it.

Flash cut to full pint of Guinness.

McLean mounts barstool in Irish pub. Friends join him - 3 girls, two men. McLean drinks.

D.McL: But in Ireland the pint is kinda special. Like the people, the music, it's unio

Dissolve to McLean in dressing room. He signs album in C.U.

ANNCR: smooth.....

Pan across Arthur Guinness signature.

ANNCR: unique.....

He hands album to one of the girls seen in opening sequence

ANNCR: natural.....

McLean heads towards blinding light on stage, silhouetted dramatically.

SING: GUINNESS....GUINNESS

As he virtually disappears into white spot seen from backstage dissolve to pint from head and move down to logo TITLE: GUINNESS. NO BEER COMES NEAR.

NO BEER COMES NEAR.



SCRIPT OF PROPOSED TELEVISION COMMERCIAL.

Advertiser:	G.G.S.I.	Technique:	Live Action
Product	: Guinness	Ident	:
Length	: 30 Seconds	Title	: Geraldine Branagan

VIDEOAUDIO

1½ mute.

Geraldine Branagan on stage in dramatic pose as she croons to microphone. Freeze frame.

FX: MUSIC UP  
ANNCR: The singer and the song.....

Mix from this freeze frame to photograph in Geraldine's hand as she sits in tour bus with entourage. She flicks from a photo of her holding glass of Guinness to one showing helicopter about to land.

They come together naturally.....

Mix to live action helicopter landing in swirl of dust. Intercut glass of Guinness filling. Geraldine leaps from chopper in short sleeved army uniform and is greeted by soldiers.

Like good friends and Guinness

Water skier zooms towards camera and curves away in dramatic turn - Geraldine Branagan.

Like smoothness and Guinness

Dissolve to Geraldine Branagan enjoying a glass of Guinness with friends in pub. TITLE: GERALDINE BRANAGAN, SINGER. Hold title as she speaks.

G.B: Some songs feel as if they were made just for me. Well Guinness feels like that too. It's something special, unique. With a really smooth style of its own.

Photographer in group shouts to Branagan.

PHOTO: Hold it Geraldine!

Branagan holds up glass and freeze into photographic still, as in earlier shot

SING: GUINNESS....GUINNESS....

TITLE: GUINNESS. NO BEER COMES NEAR.

NO BEER COMES NEAR.