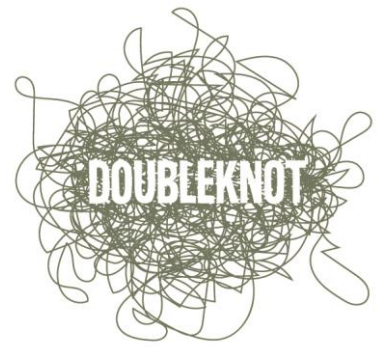


# BOTA BOX ADA SCRIPTS

Delicato Family Vineyards  
BOTA Box ADA Videos  
DFV-002  
1/9/20



## Bota Hype Campaign Intro

WEBVTT

**01:00:00:00.00 --> 01:00:01:20.76**

[Text on screen: BOTA (NOUN):] – ENERGETIC POP MUSIC PLAYS IN BACKGROUND

**01:00:01:23.48 --> 01:00:04:14.71**

[Archival image of a man drinking wine from goatskin bag. Text on screen: A traditional wine bag made of untanned goatskin]

**01:00:04:17.70 --> 01:00:07:20.64**

[But let's break through old wine traditions]

**01:00:08:01.48 --> 01:00:11:11.58**

[BOTA (NOUN) changes to Text: BOTA (VERB): An unapologetic approach to life]

**01:00:11:11.58 --> 01:00:18:23.43**

[Transitions to swimming pool scene in the sun. Closeup of swimming pool water. Women relax around pool, talking, laughing, and drinking BOTA Box Rose wine]

**01:00:19:02.10 --> 01:00:20:17.40**

[Transitions to friends watching a football game in a garage, drinking BOTA Box Cabernet Sauvignon.]

**01:00:20:23.39 --> 01:00:22:05.37**

[Transitions to friends around a BOTA Box placed on a tree stump]

**01:00:22:02.37 --> 01:00:24:17.16**

[Transitions to friends playing board games, laughing around a table with BOTA Box]

**01:00:24:17.32 --> 01:00:30:14.21**

[Various quick scenes of high energy activities, drinking different BOTA Box wine varietals. Text on screen: CAREFREE. CONFIDENT. UNSCHEDULED. UNFORGETTABLE.]

**01:00:30:17.21 --> 01:00:32:02.18**

[Weiner dog licks bone-shaped dog birthday cake from a finger]

**01:00:32:05.18 --> 01:00:34:14.13**

[Montage of people laughing, drinking BOTA Box wines]

**01:00:34:17.13 --> 01:00:39:20.03**

[Animated text on screen: DOING THINGS THE WAY YOU WANT]

**01:00:39:23.03 --> 01:00:42:01.79**

[Animated text on screen: WITH THE PEOPLE YOU LIKE]

**01:00:42:07.78 --> 01:00:47:19.68**

[More montage shots of people together, drinking BOTA Box. Raft on sunny lake, golf course, birthday party, football party. Friends helping friends move, man sits on a box and it collapses. Everyone laughs]

**01:00:47:16.68 --> 01:00:50:22.57**

[Text on screen: ANYTIME, ANYWHERE]

**01:00:52:10.59 --> 01:00:18:23.43**

[Swimming pool scene in the sun. Dog jumps into the water, splashing everyone]

**01:00:57:09.21 --> 01:01:03:22.37**

[People laughing and drinking BOTA. Animated text on screen: AND NOT LETTING APPEARANCES GET IN THE WAY. Montage of people cheering, laughing, playing games, and drinking BOTA Box]

**01:01:04:10.36 --> 01:01:09:22.22**

[Animated text on screen: SO WHEN IT FEELS RIGHT, DO IT. Shot of a man jumping cannonball into lake, splashing friends on a raft nearby]

**01:01:09:22.25 --> 01:01:15:04.15**

[Text on screen: WHEN THERE'S A BETTER WAY, TAKE IT. More montage of people laughing and drinking BOTA]

**01:01:15:04.50 --> 01:01:24:09.78**

[Text on screen: AND ALWAYS HAVE GREAT WINE READY. Closeup shots of BOTA BOX wine in various glasses. Text on screen: BECAUSE GOOD TIMES ARE EVERYWHERE]

**01:01:24:21.77 --> 01:01:27:11.32**

[Transitions to shot of football fans high-fiving in a garage. Final montage of various scenes. Text on screen: AND THIS IS HOW WE BOTA]

**01:01:27:15.71 --> 01:01:30:06.66**

[Graphic of BOTA Box. Text on screen: THIS IS HOW WE BOTA]