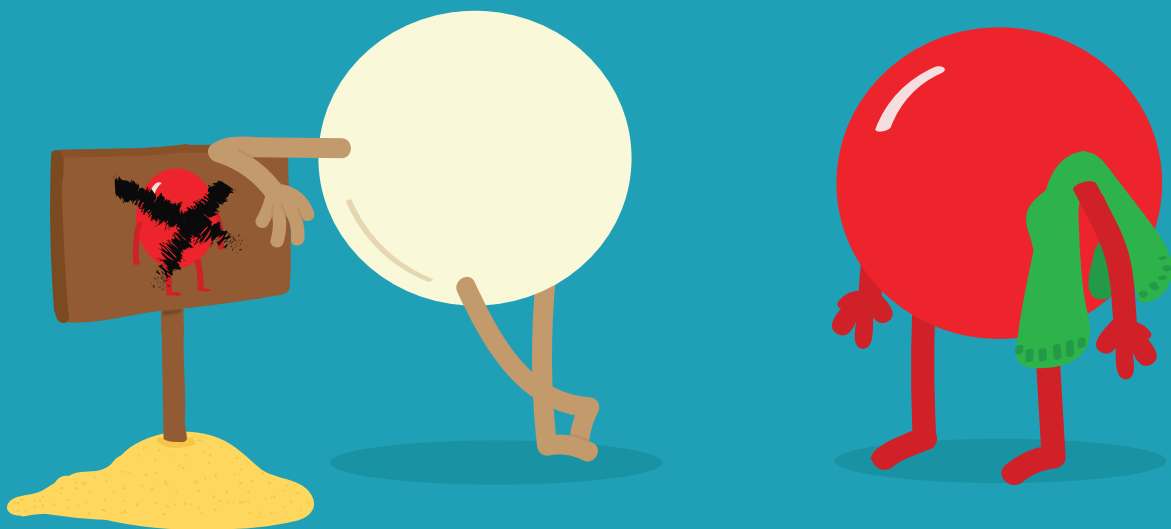


Unwrap Fun



Unwrap Fun



Unwrap Fun

# Spectacular

Babybels baring it all on a billboard.



## :15 Pre-Roll “KARAOKE”



A WOMAN is nervous to perform at karaoke.



She looks to her friend, Babybel, for support—he gives her two thumbs up.



She closes her eyes and takes a deep breath.  
SCREEN GOES BLACK.



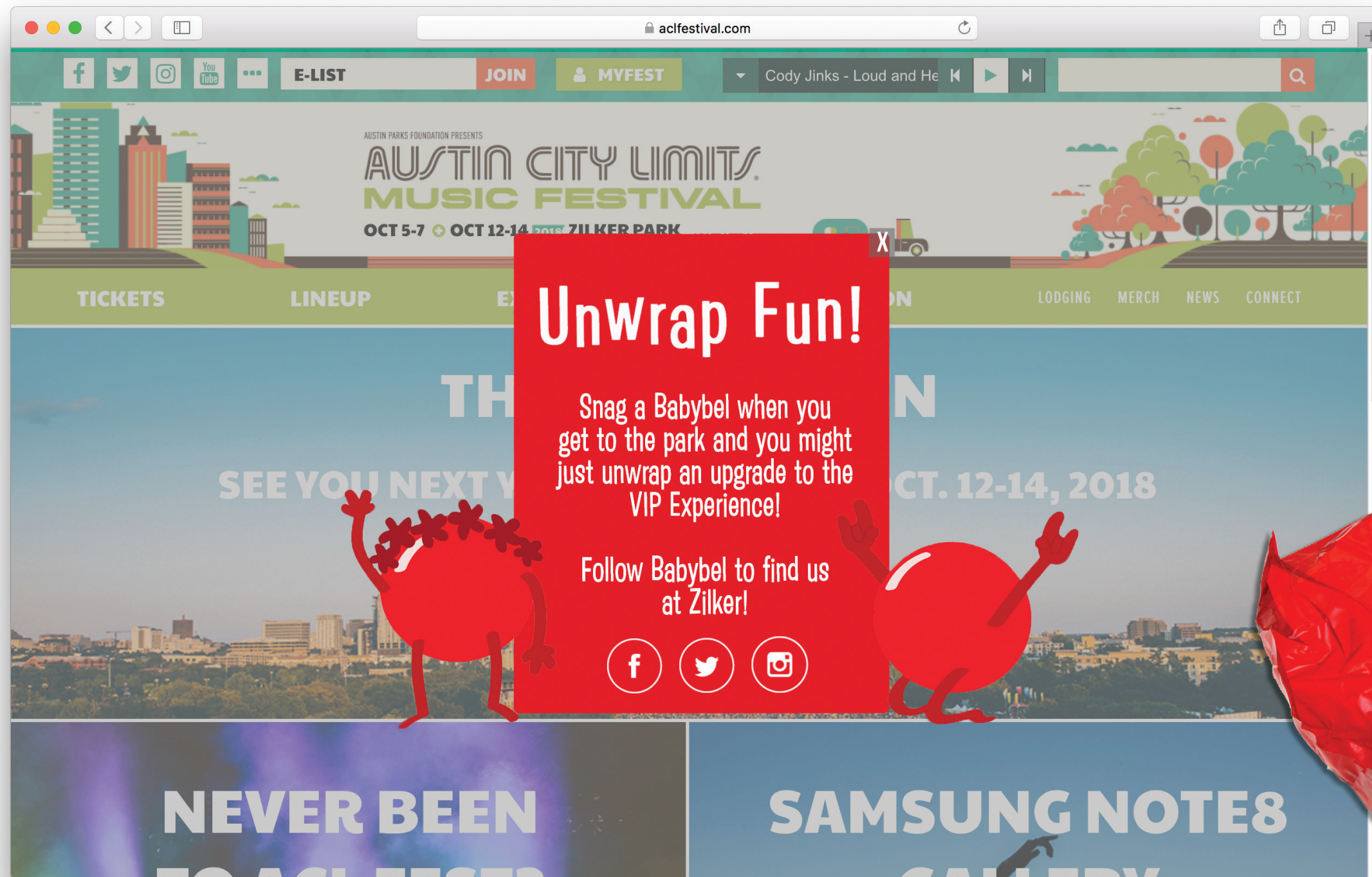
When she opens them, we see the Babybel  
—naked. The woman laughs and....



SFX: WOMAN sings confidently (but not well).  
Babybel shrugs and the crowd cheers.

  
Unwrap Fun





## BABYBEL AND ACL

Babybels take over ACL's site when users press "play" to hear the festival lineup. Concertgoers can follow Babybel's social media accounts to track the street team in Zilker for their chance to unwrap an upgrade to the VIP experience.

