

DR.PEPPER: ‘OVER-FRIENDLY FATHER’

Agency: Mother

Creative Dirs: Robert Saville, Mark Waites. Art Dirs: Kim Gehrig, Luke Williamson, Caroline Pay. Copywriters: Caroline Pay, Yan Elliot, Mark Waites. Dir: Bryan Buckley (Hungry man) Length: 45 secs.

This spot for the *Coca-Cola* company’s *Dr. Pepper* brand appears alongside ‘*Emergency*’ and ‘*Tissue*’, tied to the tagline ‘*Dr. Pepper: What’s the worst that can happen?*’. They show all-American teenagers tangled in ‘tragically laughable situations’ⁱ. A youth with large side-burns knocks on the door of his prom date’s house. He’s greeted by her stocky father who, while they wait for her to come downstairs, offers him a *Dr. Pepper* and asks if he likes wrestling. After a moments silence, the father jumps the kid, wrestling him in the living room. Just as the kid throws the father down on all fours and prepares to strike him with a fireplace implement, the daughter comes down to this, apparently, very compromising, shocking situation.

Mark Waites, creative and art director, said his agency was simply having fun. They filmed in Brooklyn and New Jersey to capture the American-pop flavour and comic style Waites believes the British know well.

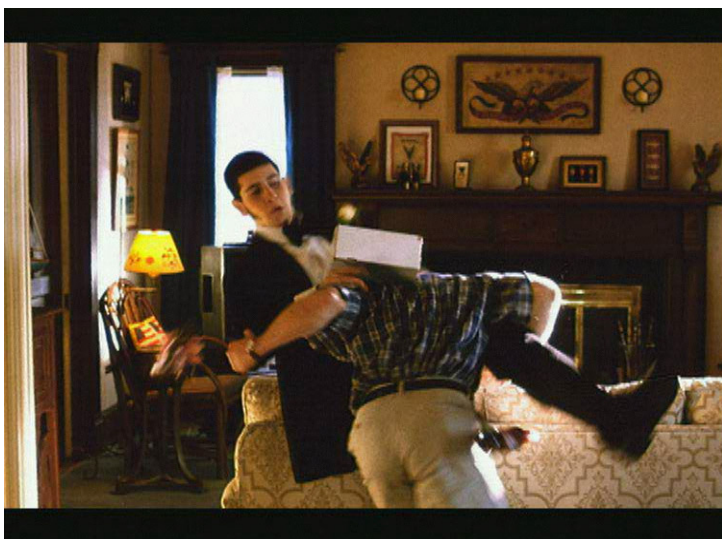
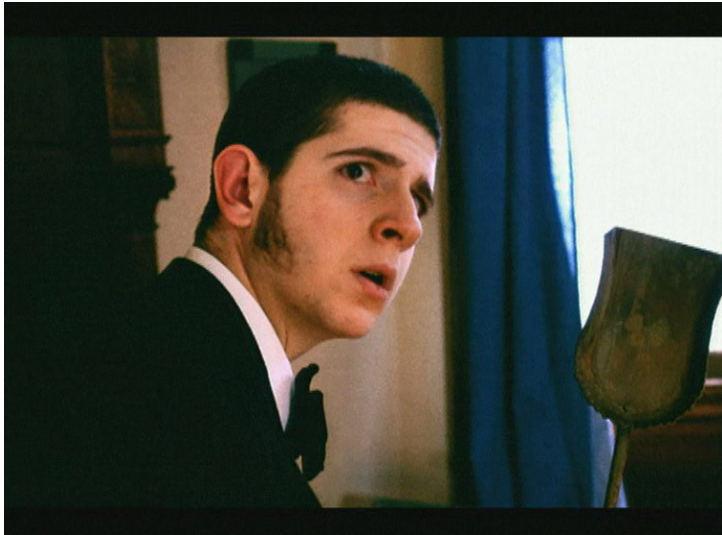
‘*Dr. Pepper*’s always been sold over here [UK] as an American drink, which it is... we didn’t want to change that.’ⁱⁱ

Originally tagged ‘*try it, you’ll like it,*’ it has always approached apologetically, suggesting ‘what’s the worst that can happen?’.

‘It allows us to move into... entertaining territory and films that are edgier and more memorable,’ says Waites.ⁱⁱⁱ

Awards include Gold and Silver at *Cannes-Lions Festival* 2001, Bronze at *Young Guns* 2001 and Winner at *Epica* 2001^{iv}.

Incidentally, ‘the bare ass in the commercial belongs to one of the creatives, Yan Elliott...the real “naked boy”’.^v





ⁱ 'Dr. Pepper: What's the worst that can happen', Sandy Hunter, 'Bulletin Board', *Boards Magazine*, June 1st 2001.

ⁱⁱ M. Waites, quoted in *Boards Magazine*, June 1st 2001

ⁱⁱⁱ *ibid.*

^{iv} Case study, 'Emergency for Coca Cola/ Dr. Pepper', <http://www.adforum.com>

^v Waites, *Boards Magazine*, June 1st 2001.

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