



**MATCHA**

# STORYBOARD

## SCENE

Zombie Apocalypse Bunker

## PAGE

1

### SHOT #

1 Inside a dimly lit bunker



### ACTION

There's a person sitting at a makeshift desk, surrounded by survival gear and maps of the city. She's using a tactical vest, but instead of typical survival gear, there's a whisk and a small matcha kit in one pocket.

### DIALOGUE

Narrator (calm but suspenseful voice):  
In a world where caffeine creates chaos one hero stands for calm energy.  
Person (to camera, confidently):  
Mission time.  
Dramatic music

### FX

Transition for intro - fade in  
Transition - Quick zoom out

### SHOT #

2 Outside the Bunker, Streets full of Coffee Zombies



### ACTION

Person sneaks through a post-apocalyptic cityscape, keeping a low profile. Shadows of zombie-like people lurk, twitching and holding coffee cups, looking jittery and stressed.

### DIALOGUE

Person(whispering to himself):  
Operation "Calm Energy" is a go.

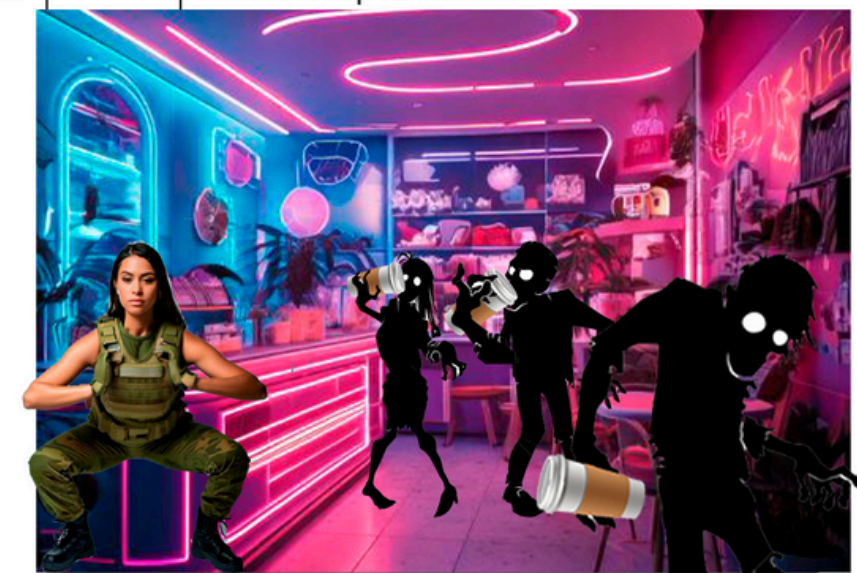
SFX zombie sounds and sipping coffee

### FX

Transition - Flash toward

### SHOT #

3 Coffee Shop Infiltration



### ACTION

Person stealthily enters a coffee shop, crawling under tables and dodging zombies sipping on coffee. She reaches her arsenal and pulls out a can of Elan Matcha.

### DIALOGUE

SFX: coffee shop door opening/closing. Zombie sounds, coffee pots, and coffee sipping.  
Suspense/dramatic music increases.

### FX

**SHOT #**

Coffee Shop



**ACTION**

Our hero quickly swaps out coffee cups for matcha and shoots some other zombies with the product.

**DIALOGUE**

SFX: coffee cups and matcha cups gun shooting matcha

**FX**

Zombies turning into people.

**SHOT #**

Outside the Bunker, Streets full of Coffee Zombies



**ACTION**

The zombies start drinking Elan Matcha, and the jittery expressions on their faces soften. They stretch, smile, and look relieved, their clothes transforming from dull grays to calm, natural colors. The world around them seems brighter, they look like humans again.

**DIALOGUE**

Zombie-turned-Person 1 (still dazed): Do I look like I just took an 8 hour nap?  
Zombie-turned-Person 2: Is this what hydration feels like?

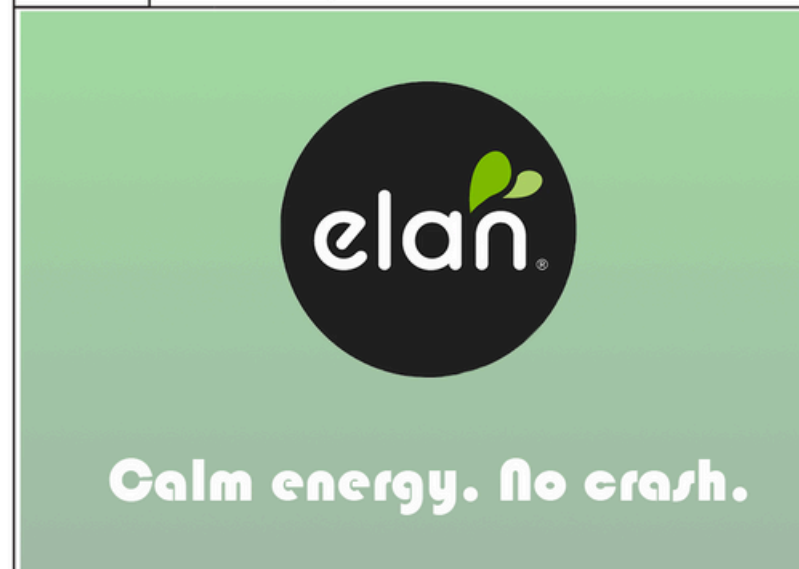
Music changes to pop/happy

**FX**

Transition - Fade

**SHOT #**

Coffee Shop Infiltration



**ACTION**

Screen fades to green background simulating the matcha drink. Logo and tagline "Calm energy, no crash"

**DIALOGUE**

Person: Elán Matcha—calm energy, no crash.

**FX**

Background simulating the matcha drink.

**2.5D Animation  
30 seconds**



# MOODBOARD

Neon world,  
neon zombies  
and normal  
looking  
humans.

