

CLIENT

COSTCO WHOLESALE

THE PROMPT

Is this the ad?



Costco doesn't need an ad. Because, well—it's Costco. So what happens when we make one anyway?

A CELEBRATION OF THE PEOPLE WHO WORK & SHOP HERE

—

THE WHY

- 01** It's a staple. Quality goods at a great price—a place people genuinely trust.
- 02** It's seen as a net positive in people's lives. The brand doesn't need to ask for love.
- 03** People plan their lives around it—some pick the neighborhood they'll raise their kids in by it.

THE BIG IDEA

A celebration not of Costco—

THE STORE IS THE BACKDROP. THEY ARE THE STARS.

EXECUTIONS

01

COMMERCIAL CONCEPT

The Greeter

tone

COMEDIC • DRY

One man. Every receipt.

A greeter stands out front, checking receipts and welcoming everyone in. We open on a montage of the people he knows—by name, by family, by handshake.

Unexpectedly, he isn't a gatekeeper. He's the warmest part of someone's week.



[WIDE: greeter at the warehouse entrance, marker in hand, mid-wave]

FRAME 02



[MED: an absurdly complicated high-five with a family of regulars]

THE REGULARS

“

Ok—here we go again.

...he says, initiating a six-part handshake he clearly does *not* remember the ending to.

CLOSENESS, SIGNALLED IN SECONDS

“

You gotta go to Barcelona. It's pronounced Bar·ce·LOOO·na...a.

Unsolicited. Wildly confident. Completely wrong—and somehow you'll book the trip anyway.

HE KNOWS EVERYONE'S BUSINESS





FRAME 04

[MED: two shoppers, two near-identical boxes, the greeter adjudicating]

LITTLE DUCKS

“

This one works really well. But this one reminds me of little ducks...and I like ducks.

Two brands. Same product. A verdict based entirely on vibes.

EXPERT OPINION, FREELY GIVEN

CUT TO – EXT. WAREHOUSE

The camera pulls back. No music. Just a simple, red sign.



Is this the ad?

END