

CLIENT: Kit Kat
 JOB #: 1
 PRODUCT: Kit Kat Candy
 REVISION #: 2
 CLIENT APPRV DATE: xxxxxxxxxx

SUBMIT DATE: Oct. 30, 2017
 LENGTH: :30
 ISCI #: BFG-1010
 TITLE: Office Race
 AS PRODUCED: xxxxxxxxxx

OBJECTIVE: To emphasis the friendly nature of the brand and remind consumers of the product.

PRODUCTION NOTE: Locale is a sterile looking office filled with cubicles. Both men are early 30s.

	VIDEO	AUDIO
:00	MS TWO MEN BACK TO BACK IN A CUBICLE. LEAN BACK IN CHAIRS AND STRETCH SIMULTANEOUSLY	(SFX: OFFICE AMBIENCE) (SFX: CHAIRS CREAK) (SFX: YAWN AND STRETCH GRUNT)
	CU MAN #1 LOOKING ACROSS THE OFFICE CUT TO:	
:05	DRAMATIC ZOOM ACROSS THE ENTIRE OFFICE. ZOOM FINISHES ON THE VENDING MACHINE THAT HAS ONE KIT KAT LEFT IN IT.	(SFX: DRAMATIC SWOOSH)
	MS MAN #1 TURNS TO MAN #2. MAN #2 ALSO LOOKS AT MAN #1.	(SFX: SHORT WHOOSH AS THEY LOCK EYES)

:10	MCU MAN #1 CLIMBS OVER CUBICLE QUICKLY. KNOCKS OVER PAPERS.	(<u>MUSIC: CHASE MUSIC</u>) (SFX: PAPERS AND OFFICE SUPPLIES FALLING)
	MS MAN #2 RUNS OUT OF CUBICLE	(SFX: FOOT STEPS)
:15	MAN #1 LEAPS FROM DESK TO DESK	(SFX: THUDS AS FEET TOUCH DESKS)
	LS MAN #2 IS SPRINTING THROUGH OFFICE	
	MS MAN #2 JUMPS OVER MAIL CART THAT GETS IN HIS WAY	(SFX: CREAKY WHEELS)
:20	MCU MAN #1 DIVES OVER CUBICLE WALL AND LANDS ON FLOOR. STAND UP	(SFX: THUD ON FLOOR) (<u>MUSIC: ENDS</u>)
	MS MAN #2 IS ALREADY PULLING KIT KAT OUT OF VENDING MACHINE	(SFX: VENDING MACHINE DOOR SHUTTING)

:25	LS MAN #1 LOOKS DEFEATED. MAN #2 LOOKS AT MAN #1 AND BACK AT KIT KAT	
	CU MAN #2 BREAKS KIT KAT IN HALF	(SFX: KIT KAT SNAP)
	MS MAN #1 TAKING THE OTHER HALF AND SMILING WHILE STANDING UP CUT TO:	
	CU PRODUCT SHOT OF KIT KAT SUPER: "So good you'll have to share"	(SFX: KIT KAT SNAP)

Rational: Indulgence; chocolate is a fun and comforting food.

Emotional: Laughter; watching two white collar workers competing in an office setting is outlandish.

Selling Point: *Kit Kats* are a fun candy that can be shared easily with friends.

SNOWMAN ADVERTISING

9/14/17
9/18/17 rev.

client: Starbucks
product: Pumpkin Spice Latte
title: Classic not Basic
length: 60 seconds
script _____
no.: ABC-1138-1

Pumpkin Spice Latte Advertisement #1

Production Note: Female and Male, both mid 20s.

SFX: COFFEE SHOP NOISES AND LIGHT CHATTERING FROM OTHER PEOPLE

GUY: Hey, what are you drinking?

GIRL: A pumpkin spice latte.

GUY: Uh, isn't that a little basic?

SFX: AMBIENT SOUNDS SLOWLY FADE OUT

GIRL: Basic? Oh, this beverage is far from basic. It's like the moment when the first leaf flutters from its tree and kisses the ground. This is no mere drink; this is Picasso

in a cup. This drink is crafted with creamy whole milk, brewed espresso from the finest beans, vanilla so good it reminds you of grandma's house. All infused with comforting, warm ingredients of pumpkin spice. And just when you think they're finished, they top it with fluffy whipped cream and cinnamon that dances across your taste buds. This is not basic, this is classic.

SFX: AMBIENT NOISES FADE IN. LIGHT CLAPPING FOLLOWS

GUY: Okay fine, let me try it.

SFX: Sipping

GUY: Oh, whoa.

ANNCR: Pumpkin Spice Lattes are now available at your nearest Starbucks. Go grab yourself a classic drink.

10/5/17
10/9/17 rev.

client:	<u>The Nature Conservancy</u>
product:	<u>Bee PSA</u>
title:	<u>Save the Bees</u>
length:	<u>60 seconds</u>
script	<u></u>
no.:	<u>ABC-1138-3</u>

Save the Bees

Production Note: Girl has a pleasant, but energized tone. ANNCR is a man with a deepish voice.

GIRL: Most of you have probably heard that bees are dying at an alarming rate. But did you know that they're actually a recent addition on the endangered species list? For some this might seem like a victory because they don't want to get stung, but this is actually very serious. Bees pollinate 70 of the top 100 crops people eat. Foods like apples, almonds, avocados, and cucumbers are almost completely reliant on this pollination. If you don't want to live in a world without these amazing foods something needs to change, and you can be that change. A simple way to help these little guys out is by planting bee friendly flowers such as lavender, English daisies, and sage. With just a little effort, we can keep these bees buzzin'!

ANNCR: (quickly) This message is brought to you by The Nature Conservancy.

EXT. CAMPSITE - DAY

Car pulls into campsite. MICHAEL, middle aged with signs of graying hair, exits the car, followed by JAKE, high school aged kid. Both begin to unload.

JAKE

Why do we have to camp on our way out west?

MICHAEL

Oh come on, you used to love camping. Fresh air, campfires, and s'mores. Where's your sense of adventure?

JAKE

I must have left it at home.

MICHAEL

You could've left your attitude as well.

JAKE

Maybe I should've stayed home all together. I didn't ask to go on this trip.

MICHAEL

Trust me, I know. You made it perfectly clear that you didn't want to come. Must be terrible to not be able to play video games for a couple weeks.

JAKE

Yeah, God forbid I actually have fun this summer.

MICHAEL

(hushed and sarcastic)

Yeah, God forbid.

Michael begins rolling out the tent. Jake continues to text on his phone.

MICHAEL

Hey Jake, how about you set down the phone for a sec and help me put up the tent?

JAKE

Suuure.

MICHAEL

Just hold that corner down while I stake these ones in.

Jake holds the corner down with one hand and the phone in the other.

MICHAEL

So who are you Snapchatting over there?

JAKE

I'm just texting a friend at home.

MICHAEL

Anyone that I'd know?

JAKE

I doubt it, you've never met them.

MICHAEL

Could you just put the phone down for like five minutes?

JAKE

Seriously?

Michael stands up.

MICHAEL

Okay. You need to stop bitching and moaning like talking to me is the worst thing ever. All you've done is complain the entire trip. We've been doing things you enjoy but you still whine.

Jake stands up.

JAKE

No. We're doing stupid things I liked when I was ten. You dragged me away from my friends just so you could re-live the good ol' times.

MICHAEL

What the hell does that even mean?

JAKE

You're trying way too hard to make a trip like we used to do with Mom.

MICHAEL

That's not --

JAKE

When Mom was here this is exactly what we did. We'd make camp then make s'mores and talk by the fire.

MICHAEL

That's not fair, we did all we could to give you fun vacations.

JAKE

She sure did. I'm going to go FaceTime my friend at the club house.

Jake walks past Michael.

INT. GENERAL STORE - NIGHT

Michael walks into store. Grabs s'more supplies and beer. Walks to counter and sets down s'mores supplies.

CASHIER

Oh, making s'mores for the kiddos?

Michael slams a 6-pack of beer on the counter.

MICHAEL

Nope.

EXT. CAMPSITE - NIGHT

Michael drinking a beer and cooking a marshmallow. The tent is set up. Jake walks back and sits by fire.

JAKE

Hey.

MICHAEL

Hey.

Jake grabs a s'more stick and begins to cook.

JAKE

Sorry for kind of exploding earlier.

MICHAEL

Sorry I dragged you on this trip. I just thought some time together would be nice.

JAKE

It's okay. It still beats being in school.

MICHAEL

You want a drink?

JAKE

Wait, for real? Like a beer?

MICHAEL

Yeah, I was younger than you when I shared a beer with my dad, plus I doubt this is actually your first.

JAKE

(laughing)

I have no idea what you're talking about.

There is a moment of silence while Jake checks his marshmallow.

MICHAEL

So who's the girl?

JAKE

What?

MICHAEL

You're always on your phone, and I'm assuming you're not that focused on texting your guy friends.

JAKE

Well we've been dating a few weeks and --

MICHAEL

You have a girlfriend?!

JAKE

I guess you could call her that.

MICHAEL

Why didn't you tell me?

JAKE

I didn't think you'd be okay with it.

MICHAEL

Why not? My son, that lady killer! What's her name?

JAKE

Ashley. She's on the softball team.

MICHAEL

You dog! That's awesome Jake.

JAKE

Yeah, she is pretty great.

Both of them sit in silence for a few seconds as Jake begins to assemble his s'more.

JAKE

So what do you have planned for tomorrow?

MICHAEL

I was thinking I'd let you plan the day.

JAKE

Wait, for real?!

MICHAEL

Yeah, anything you want. I'll let you start planning; I'm heading to bed.

Michael gets up to leave as Jake pulls out his phone to start looking up plans for tomorrow as he takes a bite of his s'more.

JAKE

Awesome. Goodnight dad.

MICHAEL

See you in the morning.