

:30 TV Script

Client: Denny's  
Product: Denny's Supreme Bowl Breakfasts

Title: Dreaming of Breakfast  
Format: Humor

**VIDEO**

LONG SHOT – FADE IN WITH  
WITH PEOPLE EATING INSIDE  
DENNY'S.

CUT TO LONG SHOT - TED ENTERS  
WEARING PAJAMAS AND CARRYING  
A TEDDY BEAR.

CUT TO MEDIUM CLOSE-UP –  
TED GRABS A SEAT AS WAITRESS  
BONNIE GREETES TED CAUTIOUSLY.

TED GRABS BONNIE AND GIVES HER  
A BIG HUG.

CUT TO CLOSE-UP – THREE PLATES  
SIT ON A TABLE IN AN ATTRACTIVE  
ARRANGEMENT. EACH ITEM IS NEW  
FROM THE BREAKFAST MENU.

CUT TO MEDIUM CLOSE-UP – BONNIE  
PLACES TED'S ORDER ON TABLE.

CUT TO BLACK SCREEN WITH  
DENNY'S LOGO.

**AUDIO**

SFX: RESTAURANT NOISE: I.E.,  
PEOPLE TALKING, PLATES AND  
SILVERWARE BANGING.

BONNIE: Hello. Welcome to...  
TED: (INTERUPTING) Is it true that  
Denny's serves breakfast ALL DAY  
LONG?!  
BONNIE: Yes. We offer a complete  
breakfast menu 24 hours a day.

BONNIE: (STARTLED) What was that  
for?  
TED: You just gave me a reason to get out  
of bed everyday!

ANNOUNCER: (V.O.) Now introducing  
Denny's NEW Supreme Bowl Breakfasts.  
A delicious combination of eggs, cheese,  
vegetables and country-friend potatoes.  
All topped with your choice of either ham  
or sausage. Stop in today and try one  
around the clock.

BONNIE: Can I get you anything else?  
TED: Just a pillow.