

Client's Name: Guilt-Free Chocolate Chip Cookies

Written by: Justin Buehler

Length: 30 seconds

<u>VIDEO</u>	<u>AUDIO</u>
<p>SCENE BEGINS AT BOXING MATCH.</p>	
<p>CUT TO CU OF LEFT CORNER OF THE RING WHERE GUILT-FREE COOKIE SITS LOOKING CONFIDENT.</p>	<p>ANNOUNCER: In the left corner, weighing in at zero grams of fat and only 50 calories, it's New Guilt-Free Chocolate Chip Cookie!</p>
<p>CUT TO RIGHT CORNER OF BOXING RING. COMPETITOR'S COOKIE LOOKS WEAK, OUT-OF-SHAPE AND AFRAID.</p>	<p>ANNOUNCER: And in the right corner, weighing in at nearly 70 grams of fat and roughly 100 calories, it's the competitor's chocolate chip cookie!</p>
<p>WS OF RING AND EXCITED CROWD. EVERYONE STANDS TO SEE THE FIRST PUNCH THROWN.</p>	<p><u>SFX: BELL RINGS THREE TIMES FAST</u></p>
<p>CAMERAS START FLASHING. GUILT-FREE RUNS UP TO COMPETITOR'S COOKIE AND TAKES A HARD SWING. CAMERA ZOOMS IN.</p>	<p><u>SFX: PUNCHING</u></p>
<p>COMPETITOR'S COOKIE FALLS TO THE GROUND IN A MANGLED BALL OF DOUGH. CROWD GOES WILD ALL AROUND THE RING.</p>	<p>ANNOUNCER: Now that's how you make the cookie crumble!</p>

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<u>VIDEO</u>	<u>AUDIO</u>
GUILT-FREE COOKIE JUMPS UP AND DOWN. COMPETITOR'S BRAND LIES ON THE FLOOR DAZED AS STARS FLASH ABOVE.	ANNOUNCER: It doesn't look like the competitor's brand is getting up!
REFEREE PRESENTS GUILT-FREE COOKIE TROPHY.	REFEREE: One, two, three...you're out of here!
GUILT-FREE WALKS OUT OF RING WITH TROPHY, WAVING AT CROWD.	REFEREE: Guilt-free is our winner due to a knock-out taste, fewer calories and zero grams of body fat!
CUT TO MANGLED COMPETITOR	ANNOUNCER: Don't let the competition weigh you down. Try NEW Guilt-Free Chocolate Chip Cookies today...and start winning again!