

"Wonder Bread vs. Generic"

Rio Dell

TRT 1:00

Video	ST	Audio	TRT
<u>FADE UP ON:</u>			
1. MS OF TALENT 1 CARRYING A BOX TO A HOUSE. THE DOOR SHUTS BEFORE SHE CAN ENTER. A RED "X" APPEARS. (B/W)		1. <u>V.O.:</u> Are you tired of doors slamming shut? SFX: THUNK	
	(:04)		(:04)
<u>CUT TO:</u>			
2. MLS OF TALENT 2 CARRYING A TRAY OF FOOD INSIDE. THE DOOR SLIDES SHUT, NEARLY KNOCKING THE TRAY FROM HIS HANDS. A RED "X" APPEARS. (B/W)		2. <u>V.O.:</u> No matter how hard you try, your Wonder Bread doorstop is just too fluffy and soft to get the job done. SFX: THUNK	
	(:04)		(:08)
<u>CUT TO:</u>			
3. MCU OF WONDER BREAD BEING USED AS A DOORSTOP (B/W)			
	(:03)		(:11)
<u>FADE TO:</u>			
4. MCU OF GENERIC BREAD IN THE SAME SPOT. TALENT 2 WALKS INSIDE UNOBSTRUCTED. (COLOR)		4. SFX: BELL TREE MUSIC: "SOPHOMORE MAKEOUT" <u>V.O.:</u> Now there's generic brand sliced bread!	
	(:05)		(:16)
<u>CUT TO:</u>			
5. CU OF TABLE AS TALENT 2 PLACES TRAY DOWN		5. <u>V.O.:</u> It goes stale fast so your stopper will last!	
	(:03)		(:19)
<u>CUT TO:</u>			
6. MS OF TALENT 1, SMILING, CARRYING BOX INSIDE. TALENT 3 FOLLOWS WITH A CHAIR.		6. <u>V.O.:</u> Use it any time you need something dense to keep that door steady.	
	(:05)		(:24)
<u>CUT TO:</u>			
7. CU OF ROTATING COMPUTER-GENERATED LOAF OF BREAD		7. <u>V.O.:</u> The secret is in the patented dough formula, which doesn't have any of the	

preservatives or nutritional fortifications which have made Wonder Bread infamous for staying fresh, not to mention delicious and nutritious.

(:15)

(:39)

CUT TO:

8. MS OF JEFF IN KITCHEN BEHIND A STALE LOAF OF BREAD

8. JEFF: Hi, I'm Chef Jeff, inventor of generic brand sliced bread, and I'm here to tell you that my bread doesn't stay fresh half as long as Wonder Bread. Fact!

(:10)

(:49)

CUT TO:

9. MCU OF JEFF FROM THE SIDE

9. JEFF: And to prove it to ya, I'm'a give you my very own Chef Jeff Guarantef:

(:03)

(:52)

CUT TO:

10. CU OF BREAD. JEFF PATS IT.

10. SFX: UNAPPETIZING SMACK

(:01)

(:53)

CUT TO:

11. MCU OF JEFF FROM THE SIDE

11. JEFF: If my bread stays fresher longer than Wonder Bread...

(:02)

(:55)

CUT TO:

12. MS OF JEFF FROM FRONT
CG: "PRICES AND PARTICIPATION AND PRODUCT MAY VARY. OFFER NOT VALID IN THIS MORTAL COIL OR CANADA. NO MOM-TELL NECESSARY. MANY WILL ENTER, NONE WILL WIN.

12. JEFF: ...I'm'a give you a brand new loaf, absolutely for a dollar ninety eight! Tell your mom.

(:05)

(1:00)