



DON'T BICKER CAMPAIGN

:30 TV

"TOUGH CROWD"

Two biker dudes are sitting outside a cafe. They snipe while hangrily awaiting their orders. BIKER DUDE 1 (early 40's) snatches a Snickers from his bag and starts nibbling.

BIKER DUDE 1: "Hehe"

Competing, BIKER DUDE 2 (early 40's) grabs a Snickers out of his bag and starts nibbling.

BIKER DUDE 2: "Tehehe"

They attract the attention of HANGRY WAITER (late 20's). He stops to look at them. He pulls a Snickers out of his apron pocket and takes a bite.

HANGRY WAITER: "Ohoohooohoo"

BIKER DUDE 1: "Hahaha"

BIKER DUDE 2: "Bahahaha"

HANGRY WAITER: "MWAHAHAHAHA"

Camera pans to ZEN HIPPIE DUDE (70) who has been sitting next to the two biker dudes offscreen the entire time.

ZEN HIPPIE DUDE: "Don't bicker."

SUPER: SNICKERS

:15 TV

“HANGRY HISTORY”

It's the Battle of Waterloo, 1812. The French and British/Prussian armies standoff on horseback across rolling hills. NAPOLEON (mid 40's) yells to his opponents, PRUSSIAN GENERAL (early 70's) and BRITISH DUKE (mid 40's), across the field.

NAPOLEAN: “You'll never take me alive!”

The Prussian General and British Duke look at each other.

PRUSSIAN GENERAL: “How is he still dying on this hill?”

On foot, NAPOLEAN'S ASSISTANT (early 20's) reaches up to hand Napoleon a Snickers.

NAPOLEAN'S ASSISTANT: “Pre-battle sustenance, monsieur?”

Napoleon takes the Snickers and starts eating. His body relaxes and he yells across the way again.

NAPOLEAN: “My bad!”

Napoleon trots off in the opposite direction. The British Duke and Prussian General shake their heads.

BRITISH DUKE: “Unreal.”

Cut to Napoleon's entire army riding off with Napoleon's assistant still on the ground. He attempts to wave a white flag while dodging the stampede of horses.

ASSISTANT: “Don't bicker!”

SUPER: SNICKERS



:60 RADIO

“I WANNA BE A BACKGROUND ACTOR”

SFX: *Soft piano plays gently and intimately, similar to a Broadway ballad.
A middle-aged man starts singing.*

BOB - V1: Mama I got a dream
To live life uncredited
And yet
Be a credit to my profession

PRE-CHORUS: Mama I wanna

SFX: *The piano starts trotting jauntily. The strings join in, growing inspirational.*

CHORUS: Be a background actor
Something where
Charisma's no factor
In going after it

V2: Extra extra
Read nothing about me
“Quiet on set!”
My kind of hush money

PRE-CHORUS: Main character energy
Sounds like a lot of energy

SFX: *The entire orchestra plays. A triumphant and dramatic crescendo builds
to the final climax.*

CHORUS: ‘Cause Mama, I’m gonna be!
A background actor
So long, sayonara
Any “it factor”
Pinch me! I’m living
Happily ever after

SFX: *The music ends.*

OUTRO: The spotlight is overhyped.
 Sabra. Paint the town beige.



:30 TV
“MELT THE ICE”

We open on a classroom of elementary students. MS. FRIGID (mid 50's) stands at the front of the room and buoyantly addresses the class.

MS. FRIGID: We are going to have a pizza party at the end of the week in honor of all of your hard work.

The kids are quiet. They all look at each other in confusion. MATT (8) whispers to JACK (8).

MATT: I thought she hated us.

JACK: She doesn't even like her own kids.

MATT: I smell a rat.

Both children dart their eyes over to fellow classmate ANA (8). She's sitting at the front of the classroom eyeing the teacher's desk. Ms. Frigid sits down at her desk and opens a drawer. She looks into the huge eyes of SEAL BEANIE BOO, awing to herself.

Cut to the large eyes of the seal staring back at her.

Cut to Ms. Frigid staring back at the seal, awing more.

Cut to tighter shot of the seal's eye staring back.

This back and forth close-up aw-fest continues and worsens until Ms. Frigid can't take anymore cuteness and slams her drawer shut. Ana watches Ms. Frigid struggle and wipes off her hands, proud of herself. She looks back at Matt and Jack, and mouths words to them.

ANA: You're welcome.

CARD: **BEANIE BOOS**
EVERYONE'S GOT A SOFT SIDE



:60 TV

“WORTH THE WAIT”

A TY FACTORY WORKER (mid 50s) happily puts the finishing touches on HORSE BEANIE BOO. Complete, Horse blinks and sees the world for the first time. It's glorious.

FACTORY WORKER: “You're gonna make someone really happy one day.”

Horse falls asleep as the factory worker packages and ships her off with care.

Cut to the package arriving at a gift shop where a SALES ASSOCIATE (early 20s) opens the box. Horse awakes as she is placed on the store shelf. Eyes large and hopeful, she eagerly waits to be purchased. Time lapse of Horse waiting on the shelf for days with customers continuing to pass her. Her posture droops as she grows more and more discouraged.

MOM (late 30s) rushes into the store. She paces rapidly down the aisle where Horse is waiting, but Horse is slightly hidden behind a larger stuffed animal. Mom does another lap going down the aisle in the opposite direction and stops abruptly, seeing Horse from the corner of her eye. She moves the other stuffed animals out of the way, rapidly snatches Horse, and makes her purchase at the counter.

Cut to Mom rushing into a hospital room and quietly approaching her daughter, Lucy (5), sleeping in a hospital bed. We see she is wearing a horse shirt. Mom whispers to Horse:

MOM: “She's gonna be so happy.”

Trying not to wake her, Mom gently places Horse under her daughter's arm. Horse snuggles up close to Lucy and falls asleep beside her. Mom then goes to the nearby sofa chair, curls up, and closes her eyes. As the sun starts to rise, Lucy begins to stir, waking up Mom and Horse. We close in on Lucy noticing Horse under her arm. Her face lights up, she hugs Horse tightly, and Mom and Horse smile.

CARD:

BEANIE BOOS
A LITTLE JOY