

Advertising

Due to copyright restrictions most commercial scripts written are not available in text form. One exception is the following script, a humorous 60 sec television commercial written for a new cat food.

TITLE : "Life in the fast lane"
 LENGTH: 1 x 60 secs TVC
 CLIENT: United Foods
 PRODUCT: Pet Foods

ACTION	SOUND
<p><u>Entrance to Office Block, Night</u> The elevator doors slide open and Tomcat, a handsome black and tan with a little briefcase around his neck, trots out the door, nodding to the Night Security who waves goodbye.</p>	<p><u>Tomcat Voice Over:</u> I'd had a bad day! My secretary was sick with a fur ball.....and as usual...</p>
<p><u>City Street, Night</u> Tomcat trots up the street and leaps onto a trash bin at a Taxi Stand. Tomcat looks around and meows. A cab pulls up in front of him.</p>	<p>...it took ages to get a cab. I had a gig that night at the Persian Club and I was <u>hungry!</u></p>
<p>Dissolve to <u>Inside Living Room House</u> Tomcat trots in the front door passed Mother's feet and scattered baby toys. As Tomcat walks towards the Kitchen, Mother picks up her toddler Child playing on the floor and follows Tomcat.</p>	<p>As usual, the house was a mess...</p>
<p><u>Inside Kitchen</u> Tomcat trots in the Kitchen and hangs around Betty's feet. The Toddler, playing on the floor, tries to grab Tomcat. Tomcat meows at the Toddler and looks up to Betty. Toddler looks up too and screams.</p>	<p>... and <u>she</u> hadn't even thought about dinner! As usual, <u>he</u> got his dinner first!</p>
<p>Mother, holding a half open can, plonks a bowl of baby food on the floor.</p>	<p>I dunno why she uses those messy cans.</p>
<p>Toddler crawls over to the bowl and licks up the baby food like a cat.</p>	<p>And I don't know he eats that stuff.</p>
<p>Mother goes to the fridge and pulls out a box of Zipcat. She looks at the label.</p>	<p>Finally, she remembered me...</p>
<p>Tomcat looks at her and box of Zipcat.</p>	<p>Fish please... it's Friday.</p>

Mother puts the box back and takes out another box of Zipcat from the fridge.	I was lucky she had seen the ad about Zipcat flavours of meat and fish.
She takes out a sachet, tears off the top as Tomcat leaps onto the table. She pours the contents into a bunny bowl plate.	I trembled in feline anticipation as she poured...
CU nuggets falling into the bowl.	the delicious little nuggets onto my bunny bowl
Tomcat munches the nuggets in the bowl.	Hmm, yum! And no messy cans .
CU trashcan. The can drops into it.	FX: Clunk!
CU Tomcat licks his lips. The sound of a car horn	<u>Tomcat VO:</u> Ah, that was better.
<u>Outside House.</u> Tomcat runs out the house towards a taxi at the curb side.	But I had to eat and run. There would be some cool kitties at the Persian Club
Tomcat jumps up on the taxi back seat, then the rear window ledge.	And I wanted to chat them up.
The taxi drives off with Tomcat sitting behind the rear window. On the boot door is an ad for Zipcat in favours of meat and fish. SUPER: ZIPCAT, FOR COOL CATS IN THE FAST LANE.	So if you want your cats to be cool, give them Zipcat.