

BETA KIDS

(AMAZON AD)

DRAFT 5

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The sound of a keyboard clicking and a baby's cry, bring the scene into focus.

FADE IN:

INT. - KITCHEN - MORNING

A MOM, in her 30's whose tired face droops down to cover her entire disposition. She wears a stained, frumpy, sweatshirt, and a towel on her head as she types in keys on the computer.

The kitchen behind the mom is a mess, including the island counter she has the computer perched upon.

*The mom's computer screen is in full view along with some of the mess on the island counter and a coffee mug that reads:
" #1 MOM. "*

The mom views the 'Beta Kids' Website. On the right of the website is a video of a woman, with the 'PLAY' emblem blocking her face. The mom's cursor selects the video.

The video 'maximizes' and begins to play as the mom raises her coffee mug to her mouth.

The video is set in the exact same kitchen, but spotlessly clean, and the woman is... The Mom... but different. VIDEO MOM is wearing a cocktail dress, with her hair down and sleek. Her entire aura is one of confidence, assertiveness, and energy.

Video Mom is standing next to the counter, The Mom is sitting at, with the refrigerator in the background.

VIDEO MOM

You're having one of those days,
aren't you?

Seeing herself, talking to herself, causes The Mom to spit her coffee out.

VIDEO MOM (CONT'D)

It's a Tuesday, so the kids are
sick again.

As the Mom touches the laptop, trying to decide if it's real or not, Video Mom reaches up and out of frame and pulls down a calendar on it. On every Tuesday, it just says... "Kids are Sick"

THE MOM
Are you, me?

Video Mom releases the calendar and it flips up out of sight.

VIDEO MOM
I will be, once you get your kids
out of the endless loop of snot,
puke and blowing it out the other
end... Oh, and take a trip to the
salon.

GRAPHIC: (BESIDE
VIDEO MOM)
ANIMATED ARROW
WHEEL OF A KID
WITH A
HANDKERCHIEF,
SPINS TO A KID
VOMITING, SPINS
TO KID HOLDING
STOMACH... IT
SPINS FASTER AND
FASTER

THE MOM
That's possible?

*The Mom mindlessly touches her toweled-up hair as she stares
at the computer screen.*

VIDEO MOM
Sure, with a little help from 'Beta
Kids' - It's the most thoroughly
tested, proven, and pure dietary
supplement for kids under twelve.

GRAPHIC: (BESIDE
VIDEO MOM)
ANIMATED KIDS
GROWING AND
FLEXING THEIR
MUSCLES

VIDEO MOM (CONT'D)
You're already in the right place
to give their immune systems the
little extra nudge they need...

GRAPHIC: (BESIDE
VIDEO MOM)
ANIMATED KIDS
MUSCLES GROW A
STEP-UP

THE MOM

*(Trying to sound like she
knows something)*

Well my... OUR sister-in-law did
say at the birthday party the other
day... but I thought she had just
had too much punch-

VIDEO MOM

-She definitely had too much punch-

THE MOM

-But she did say...In Major
University Case Studies, kids who
took 'Beta Kids' missed less school
than those who didn't.

GRAPHIC: *(BESIDE
VIDEO MOM)
EVIDENCE FROM
CASE STUDY*

VIDEO MOM

For once, Janice knew what she was
talking about.

THE MOM

(Amazed)

Wow... If you would have told me
that was gonna happen, I never
would have believed you.

VIDEO MOM

But I did tell you.

THE MOM

(Seeing the logic)

Oh yeah.

VIDEO MOM

But what Janice DIDN'T tell you,
was the COUNTLESS amount of
studies, Beta Kids' three active
ingredients; Beta Glucan, Selenium,
and Vitamin D3 have gone through
and their effect on the immune
system.

*A stack of AT LEAST fifty, inch-thick, bound pamphlets crash
down on the counter next to 'The Mom,' who looks up in the
air, as if to wonder where those had fallen from.*

THE MOM

That many?

VIDEO MOM

Oh no, that was just a sample, but
I didn't want to damage my
counters.

THE MOM

(Impressed)

Really?

VIDEO MOM

Would I lie to me?

*(Beat) as The Mom contemplates this... Video mom gives a
Cheshire grin and moves on.*

VIDEO MOM (CONT'D)

I know you're wondering if OUR
picky kids will like the taste.
They won't...

*In the video, THE SON, a six to seven year-old boy drops
down, landing seated, behind the Video Mom, next to the
fridge. He gives a 'Thumbs-Up.'*

THE SON

We'll freak'n love it!

VIDEO MOM

They'll freak'n love it.

THE MOM

(Thinks she caught her.)

Ahhh, what about the sugar then?

Video Mom holds up a gummy in-between her fingers.

VIDEO MOM

There's non added, and before you
ask it... There's also NO
artificial sweeteners, like there
are with most OTHER supplements.

THE MOM

And they really taste good?

VIDEO MOM

You be the judge.

*Video Mom throws the gummy at the screen. The gummy flies out
of the computer screen and sticks to the mom's forehead.*

VIDEO MOM (CONT'D)
Whoops... You'll get better at
catching too.

The Mom peels the gummy off her forehead and eats it.

THE MOM
(Pleasantly surprised)
Wow.

The Son leans over to be in the shot.

THE SON
Told-cha... Hit me!

Video mom throws another gummy over her shoulder and into The Son's awaiting open mouth.

VIDEO MOM
And unlike OTHER supplements, not
only does it build their immune
system, the ingredients in Beta
Kids will help maintain and
strengthen the structure of their
teeth... And not to mention - none
of the ingredients or materials
used in this product have been
genetically modified in any way.

*The Son smiles and a star glint flashes from his teeth before
he raises back up out of frame.*

*The Mom opens her mouth to interject something new, before
the Video Mom interrupts.*

VIDEO MOM (CONT'D)
Look, you've read all the reviews.

GRAPHIC:
(POPPING ALL
AROUND THE MOM)
COMMENT BUBBLES
/ REVIEWS

The Mom looks around at the review bubbles circling her head.

VIDEO MOM (CONT'D)
You've done all the research.

*Dozens of sheets of printed paper, fly out of the computer
screen at the moms face, blowing the review bubbles away.*

VIDEO MOM (CONT'D)
 You actually already have a three
 month supply in your shopping
 cart...

The Video Mom stares at The Mom expecting her to act, But she just sits there.

VIDEO MOM (CONT'D)
 ...A supercharged immune system,
 stronger teeth, and the possibility
 of our kids missing less school is
 just a click away...(Beat) ...Just
 a teeny click...

The Video Mom once again gives a wide-eyed stare, but still no action from The Mom.

VIDEO MOM (CONT'D)
 (Pops in frustration)
 ...What are you waiting for?!!

In the background of the video, VIDEO DAD has walked in. He is tall, dark, handsome, and wearing a suit. He walks over to the water dispenser at the fridge to pour a glass of water.

VIDEO DAD
 (Talking over his
 shoulder)
 Yeah, what are you waiting for?

He turns to the Video Mom.

VIDEO DAD (CONT'D)
 And what are you waiting for? We're
 gonna be late for the opera, don't
 forget the tickets.

As Video Dad turns to leave.

THE MOM
 (Confused)
 I like opera?

Video mom smacks the Video Dad on the bottom as he leaves.

VIDEO MOM
 (Mischievous)
 You will.

The Moms eyes go wide, before looking down and hitting "Purchase" on the computer.

A 'BING' is heard from the computer...

At that moment, an umbrella drink slides down the counter, next to the computer.

VIDEO MOM (CONT'D)
Now, isn't that better?

The Mom picks up the drink and has a sip.

THE MOM
Yes it is.

As she relaxes, we hear the Video Mom's voice.

VIDEO MOM (V.O.)
And here, put these tickets in a safe place.

Two tickets fly out of the computer screen and hit The Mom in the face.

VIDEO MOM
Oh, and don't forget to subscribe and save. I get really tired of having this same conversation with myself.

Video Mom walks out of the shot, leaving just the empty kitchen.

FADE OUT.