

TITLE:

"Out of Balance" Campaign

TYPE:

(3) 30 Second stand-alone spots

CONCEPT:

Three separate vignettes, where two people are chatting in different scenarios. (Bike Trail, Gym, at Home)

SETTING:

White Cyc, with different set pieces to identify the scene.

CHARACTERS:

1 ROD SERLING TYPE
2 Bicycle Moms
1 Small Child
2 Workout Dudes
1 Husband and Wife

SPOT ONE: "MORE WEIGHT?"

FADE IN: MEDIUM

Two guys are working out. One is doing the bench press, while the other spots from behind. The weight bar extends out of the shot on both sides.

Guy 1 has his hands stretched out holding onto the bar, but it still rests in its cradle.

GUY 1

Go ahead and put another 25 on.

Guy 2 looks down concerned...

GUY 2

Are you sure?

GUY 1

(Arrogant)

Absolutely... These arms are ready
to put on a show!

Guy 2 shrugs and steps out of shot.

CUT TO: CLOSE-UP

25 pounds are added to an already ABSORBENT amount of weight.

CUT BACK TO:
MEDIUM

Guy 1 tightens his grip on the bar.

GUY 1
Show Time!

CUT TO: WIDE

It's revealed that most of the weight is on one side of the bar. The other side has just two itty-bitty weights.

As Guy 1 pushes the bar up, the bar and all the weight flip out of the shot with a tumultuous crash.

As Guy 2 just stares at it...

SCENE FREEZES

ROD SERLING TYPE steps into frame, covering the scene.

ROD SERLING TYPE
Balance. Important at the gym...and
on your plate. That's why YOU know
you need a balance of lean red meat
and veggies in your diet and why
you pick Australian grass-fed. Good
on ya.

CUT BACK TO:
MEDIUM

Guy 1, now with tons of weight distributed equally on both sides of the bar... He is easily pounding the bar up and down.

GUY 1
(Gung Ho)
How do you like the encore?!

GUY 2
(Not sure how to respond)
It's....great.

CUT BACK TO: ROD

ROD SERLING TYPE
Live in Balance. (Beat) Eat Better.
Feel Better.

FADE OUT.

SPOT TWO: "LITTLE WHEEL KEEP ON ROLLING"

FADE IN:

Two moms and a child are in the process of getting ready to go on a bike ride.

Sitting on her seat, Mom 1 straps on her helmet as her child, in a seat on the back of the bike, excitedly kicks her legs.

MOM 1

Last one to the mile marker buys lunch.

Mom 2's eyes widen incredulously...Followed by a shrug.

MOM 2

You're on.

As she rides off...

CUT TO: CLOSE UP

Mom 1 Grabs the handle bars and starts to peddle...

CUT TO: WIDE

It's revealed the front wheel on Mom 1's bike is tricycle-tiny, it tips slowly forward and the pair inch off, with a squeak on each rotation of the mini-wheel.

ROD SERLING TYPE steps into frame, hiding the scene.

ROD SERLING TYPE

Balance. Important on the bike...and on your plate. That's why YOU know you need a balance of lean red meat and veggies in your diet. And why you pick Australian grass-fed. Good on ya.

CUT TO: CLOSE UP

Mom 1 and child, now on regular 2 wheeled bike, zoom by Mom 2 ...Who looks stunned.

MOM 1

I'm thinking steak!

CHILD

Me too!

CUT BACK TO: ROD

ROD SERLING TYPE
Live in Balance. (Beat) Eat Better.
Feel Better.

FADE OUT.

SPOT THREE: "RE-DECORATED"

FADE IN: MEDIUM

A HUSBAND and WIFE are standing close to each other while she playfully covers his eyes. They are facing toward the camera.

WIFE
(Counting down)
3...2...1...Open Your eyes!

Wife removes her hands and the husband's eyes blink open expectantly... But a slight confusion quickly crosses over them.

Wife tries to read his expression...

WIFE
(Doubt creeping in)
You don't like the layout?

Trying to recover quickly...

HUSBAND
"No! ...Look at everything!
...It's... all here."

CUT TO: WIDE
FROM BEHIND

It's revealed... *Using the couple as the dividing line, "the room" is visual split up* ...Everything - sofa, side-tables, book shelf, lamps, and even art - have been pushed to one side. Only a small potted plant and a tinny framed photo of the husband is placed on the other side of the room.

SCENE FREEZES

ROD SERLING TYPE steps into frame, hiding the scene.

ROD SERLING TYPE
Balance. Important in your
home..and on your plate. That's why
YOU know you need a balance of lean
red meat and veggies in your diet.
And why you pick Australian grass-
fed. Good on ya.

CUT BACK TO:
MEDIUM

The room is now perfectly laid-out, with furniture and
decorations on both sides of the couple.

The Husband reaches over and gives the wife a little side-
squeeze.

HUSBAND
It looks perfect.

WIFE
Great. Now we can redo the kitchen.

The husband slowly turns his head towards the wife.

CUT BACK TO: ROD

ROD SERLING TYPE
Live in Balance. (Beat) Eat Better.
Feel Better.

FADE OUT.