



TITLE: **Sam's Sleeping**

TIME: 60 sec.

DRAFT: #2

DATE: July 27, 2002

VIDEO SCRIPT

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VIDEO

FADE IN:

The shot starts behind a sofa and slowly dollies around to reveal a TV that is playing. We're in a "normal" middle America den. Sam is in his work suit, tie askew, brief case on the table...asleep on the sofa.

DVE "turn-over effect:

The same shot with Sam sitting up on the sofa, dressed in casual clothes, a smile on his face, and a glow that says "I'm Back". He is reading, scratching the dog and playing chess with his 13 year old son...all at the same time.

AUDIO

STORYTELLER V.O.:

THIS IS MY SAM. HE'S HAD A NORMAL DAY...NOT TOO HARD...BUT THEN AGAIN NOT TOO EASY.SAM WORKED ALL DAY, AND THEN CAME HOME AND CRASHED IN HIS CHAIR. HE'S NOT HAPPY THAT HE'S SLEEPING HIS LIFE AWAY EVERY EVENING...BUT HE DOESN'T HAVE THE ENERGY TO DO ANYTHING ABOUT IT.

OR AT LEAST THAT'S WHAT HE THOUGHT. NOW HE'S READY TO GO ALL THE TIME, WITH MORE ENERGY...AND HE'S IN A BETTER MOOD. HIS MEMORY HAS IMPROVED AND HE'S ENJOYING LIFE AS NEVER BEFORE. THANKS TRIVITA.



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<p>DISS TO:</p> <p>Product shot with box to one side of frame. Pills are laid out in push through containers.</p> <p>Super predominately throughout remainder of spot; " 888-432-4829"</p> <p>Add Super: "One month supply only \$24.95, plus Shipping and Handling of \$4.75"</p> <p>Add Credit Card Logos</p>	<p>CTA</p> <p>NARR V.O.:</p> <p>CALL THE NUMBER ON YOUR SCREEN TO ORDER DR. ALFRED LIBBY'S ORIGINAL FORMULA SUBLINGUAL B-12, B-6 AND FOLIC ACID FROM TRIVITA.</p> <p>IF YOU'RE TIRED OF BEING TIRED, CALL NOW AND DISCOVER THE REMARKABLE BENEFITS OF THIS REVOLUTIONARY NEW PRODUCT THAT CAN GIVE YOU THE ENERGY YOU WANT WHILE MAKING YOU FEEL BETTER OVERALL.</p> <p>CALL AND ORDER NOW...AND GET A FREE AUDIO TAPE ABOUT THIS UNIQUE AND POWERFUL FORMULATION OF VITAMINS WE ALL NEED TO MAINTAIN BETTER</p>



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VIDEO

AUDIO

ENERGY, INCREASE ALERTNESS,
AND IMPROVE MEMORY.

ORDER SUBLINGUAL B-12, B-6,
AND FOLIC ACID FROM
TRIVITA...AND YOU'LL JOIN THE
MILLIONS OF HAPPY PEOPLE
THAT SAY "IT FEELS GOOD TO
FEEL GOOD".