COMMERCIAL SCRIPT TEMPLATE

| **Audio**  | **Visual** |
| --- | --- |
| **[0:00] Loud 1980s metal guitars** | A kid wearing a backpack ollies over a barrier on a skateboard. |
| **[0:03] “Are you running short on time? No time for breakfast?”** | The kid weaves in and out of traffic cones on a downhill road. |
| **[0:06] Guitar continues** | The kid, still skating, pulls his backpack in front of him. |
| **[0:09] “You need QuiXand! The powder breakfast!”** | The kid pushes his skateboard on a flat road, while pouring what looks like a “Pixy Stix” in his mouth. |
| **[0:12] “QuiXand has all the necessary vitamins, minerals, fiber, and protein you need to jumpstart your day! And it’s vegan!”** | The kid skates past some cows who wink at the camera as the vegan line is said. (Make this in After Effects.) |
| **[0:18] “Using patented powder technology, it’s the only breakfast that is guzzle-able!”** | The kid skates past a cafe where people eating donuts are sad that their breakfast is not guzzle-able. |
| **[0:21] “Plus, it comes in three flavors: Insane Orange, Daffy Daiquiri, and Whizbang Watermelon!”** | The kid skates past an orange grove where a man pulls a Qui**X**and packet out of a tree. |
| **[0:24] “So don’t be sad, guzzle a QuiXand today!** | The kid does a boardslide then comes to a stop. He pulls out another Qui**X**and and holds it to the camera. |
| **[0:27] (Said very quickly) “QuiXand is a supplement and has not been approved by the FDA.”** | Qui**X**and logo and packages of all the different flavors appear next to the cow winking again. |