

DR. CHOW'S ORGANIC CAT FOOD

RUN DATE: IMMEDIATE

LENGTH: 30 SECONDS

VIDEO	AUDIO
1. FS: White fluffy cat (Cinderwhiskers) sitting on the kitchen floor looking at gray cat food.	SOUND: Sad Meow
2. FS: Cinderwhiskers walking down a Grand marble staircase wearing a blue bow	Narrator: Once upon a Tuesday morning, Cinderwhiskers was on her way to breakfast.
3. FS: Cat staring at her cat food	Narrator: Imagine her surprise when instead of seeing her Dr. Chow's Organic Cat Food, she found ... something else.
4. FS: Fairy Kittymother appears	SFX: Chimes Fairy Kittymother: Hello Cinderwhiskers, I'm your Fairy Kittymother. It looks like you need some help.
5. CU: FKM hovering over the cat food. The different items pop up around her as she lists the benefits	FKM: Tsk, this won't do. You need Dr. Chow's Organic Cat Food. It's made with pesticide-free grains, free-range chickens, farm-raised tilapia fish, and chemical – free beef.
6. MCU: FKM pulls out wand and waves it over the food, changing the food.	SOUND: Chime FKM: May you forever be blessed with fewer digestive track problems and fresher breath!
7. FS: Cinderwhiskers eating food in the background while the camera focuses on FKM	FKM: Forget traditional pet food and try something new. Get Dr. Chow's Organic Cat Food, available at your local grocery and pet supplies store.