

Snow Day!

Commercial concept and script by Ami Brown
(approx. 90 seconds)

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Script	Visual / Video Description
<p>DAD: Snow? It never snows here.</p> <p>DAD: (yelling) KIDS! It's SNOWING!</p> <p>TWINS: (Together) SNOW DAY!</p> <p>VO: Got snow heel? XXXXX heel balm and never disappoint your family again. [insert tag line or slogan]</p>	<p>INT. KITCHEN - MORNING</p> <p>DAD, 30's, yawns, pours a fresh cup of hot coffee, sniffs it. Takes a sip, looks out the kitchen window - it's a crisp cold day.</p> <p>A snow flake falls. He notices. He gets excited.</p> <p>CUT TO: INT. KID'S BEDROOM</p> <p>Twin boys, eyes pop open, they scramble into the closet, grab snow coat, gloves, trip over getting snow boots on.</p> <p>EXT. BACKYARD</p> <p>Dad goes outside, the flakes are larger and falling fast, he tilts his head back, in slow motion, arms out, face to the sky, enjoying the snow. He sticks his tongue out to catch a frosty flake.</p> <p>His face turns to confusion. His eyes open. He sees MOM on the upstairs bedroom balcony, dressed in her bathrobe, scraping her dry cracked heel with a rasp. Dry skin falling, and blowing in the wind like snow. [ALT. Mom has foot propped on upstairs window ledge scraping away]</p> <p>He coughs out a flake. A flake falls from his eyelash. Mom's eyes widen, she's suddenly embarrassed. [ALT. Mom pops her head out window]</p> <p>The twins come out, fully dressed in head to toe snow gear, sled in hand, carrot for snowman, etc. They look up and drop everything, complete disappointment.</p> <p>INSERT GRAPHIC - XXXX heel balm</p> <p>[insert website or click here to order]</p>