

CLIENT:	Happy Foundations	DATE:	14 th Feb 2021
TITLE:	Canine cupcakes	WRITTEN BY:	Sophie Blount
SCRIPT VERSION:	1	TRT:	60 seconds

<u>VIDEO</u>	<u>AUDIO</u>
<p>The advert begins with our main protagonist Sophie the teacher sat at her desk which is full of paperwork, notes and stationary etc.</p> <p>She is delivering an online session to her students via Teams</p> <p>We see her gradually becoming more and more stressed whilst teaching her class online. Which ultimately results in her collapsing across her desk with her head in her hands.</p>	<p>Slow paced, emotive music fades in and plays discretely under:</p> <p>The sound of Sophie addressing her students, trying to get them to answer questions in an online session.</p> <p>At this point we hear a very fast paced, jumbled montage of students and staff firing lots of questions at Sophie. Which fades out as we enter the visual montage sequence.</p>
<p>FADE to a montage sequence of Sophie's daily routine in lockdown as a teacher. We see a range of shots of Sophie waking up at 6am, opening her laptop still in her PJs responding to emails, we see her rushing about the house in preparation for her online sessions</p>	<p>The same slow paced, emotive music continues to play.</p>
<p>CUT to Sophie's cocker spaniels pawing at her as she lies collapsed over her desk. Sophie doesn't respond to begin with but then eventually lifts her head to speak to her dogs:</p>	<p>"I just don't know how much longer I can carry on like this girls, there's just not enough hours in the day! I need a little treat to keep me going"</p>
<p>We see a very cute close up of her dog's concerned faces. They exchange glances and then trundle out of the office.</p>	<p>The emotive music begins to fade out and fades into an uplifting music track</p>

<p>FADE to a montage sequence of the dogs wearing baking aprons & chef hats, surrounded by cake ingredients and utensils. We see the process of baking cupcakes all shot in ECUs.</p>	<p>The uplifting music continues to play under the montage sequence with cuts to the beat to create a rhythmic montage.</p> <p>The uplifting music begins to fade out as we enter the next scene.</p>
<p>CUT to Sophie looking very drained at her laptop again. We then see the office door creep open and little paws scutter through into the office. We then cut to a CU shot of Sophie's face looking delighted and happy. Followed by a wide shot of the two dogs presenting a tray of cupcakes to their delighted owner.</p>	<p>We hear ambience of the room – email notifications popping up etc. The sound of the office door opening and pitter patter of dogs entering the room can be heard.</p> <p>An upbeat, jolly jingle fades in.</p>
<p>The video fades to white and the slogan “The most unexpected pockets of happiness are always the most magical”</p>	<p>Jolly jingle plays under a voice over which says “The most unexpected pockets of happiness are always the most magical”</p>
<p>FADE to Happy Foundations logo.</p>	<p>Jingle fades out.</p>