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| **Company Name:** | Happy O’s cereal | **Title:** | Been Robbed |
| **Writer:** | E.J. Rupert | **TRT:** | :30s |

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| **Time** | **Video** | **Audio** |
| :00 - :04  (4s) | Husband stands in a living room. Broken glass lies on the floor. Furniture stands upside down.  Wife enters the room from the kitchen. | WIFE  They took everything, dear. |
| :05 - :06  (1s) | Husband stands with arms crossed. | HUSBAND  Even the TV? |
| :07 - :11  (4s) | Wife walks closer to husband. | WIFE  Yep, and that’s not all.  (She pauses.)  They took the rest of your Happy O’s cereal. |
| :12 - :17  (5s) | Husband falls to his knees. | SINISTER MUSIC UP  HUSBAND  *Nooooooooooooooo!!!!*  SINISTER MUSIC OUT |
| :18 - :30  (12s) | Product beauty shot of cereal in bowl w/VFX  Beauty shot of spoonful of honey drizzling over nut clusters and O-shaped cereal  Two robbers sit in a car, eat bowls of cereal, look at each other, and nod.  DISCLAIMER  From a 2015 survey. NUTTY O’S is a trademark of Nutty O’s, Inc.  Product beauty shot on tabletop with cereal bowl, carton of milk, plate of toast and glass of juice  CUT TO BLACK | VO ANNOUNCER  When you’re out of Happy O’s, nothing else matters. Packed with delectable clusters of walnuts, peanuts, and almonds. Drizzled with golden honey over O-shaped corn and oat bits.  It’s so irresistible that 4 out of 5 people prefer over Nutty O’s, including robbers.  And it’s part of this complete breakfast.  It’s Happy O’s! |
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