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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. | WIFEThey took everything, dear. |
| :05 - :06(1s) | Husband stands with arms crossed. | HUSBANDEven the TV? |
| :07 - :11(4s) | Wife walks closer to husband. | WIFEYep, 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 UPHUSBAND*Nooooooooooooooo!!!!*SINISTER MUSIC OUT |
| :18 - :30(12s) | Product beauty shot of cereal in bowl w/VFXBeauty shot of spoonful of honey drizzling over nut clusters and O-shaped cerealTwo robbers sit in a car, eat bowls of cereal, look at each other, and nod.DISCLAIMERFrom 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 juiceCUT TO BLACK | VO ANNOUNCERWhen 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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