

**STEVIA SWEETENER 45 SEC. TV COMMERCIAL/ BRT  
And OUTDOOR ADVERTS**

SCRIPTED by

ANDREW PETER MILESTONE

FOR:

Anderson Pharmaceuticals Limited

**45 SEC. TV COMMERCIAL FOR STEVIA SWEETENER**

FADE IN:

**NARRATOR'S VOICE:** *A sweet but firm female voice, matching the image of CYNTHIA in the script, flows with the wordless scenes.*

NARRATOR'S V.O

It hurts when something feels so good yet does more harm than good. We all are lured each day to satisfy our crave... But its realities live with us everyday. We dream of a day when we can have rose without thorns... Well, those days have finally come.

(beats)

Rose without thorns... Sweetener without the negative effects of sugar... TROPICANA SLIM STEVIA SWEETENER.

1. EXT. SKYLINE/STREET- EARLY MORNING

The Golden sun rises on the city and tilts to a clear and clean street, were RICHARD, an overweight 12 years old boy is jogging laboriously and sweating profusely as he presses to a certain building...

2. INT. KITCHEN OF A STOREY BUILDING- SAME TIME

CYNTHIA, a dark skinned, slim and beautiful lady in her early thirties and wearing a free flowing hairdo is at the kitchen. She smiles pitifully as she looks through the window. From her POV, we see the fat Richard holding his waist, bending; showing how tired he is.

3. INT. RICHARD'S FAMILY'S LIVING ROOM- LATER

MUMMY RICHARD, a chubby African looking mother; beautiful but appearing stressed as she fixes breakfast for the family of four: the fat Richard, HELENA, a pretty and petite 8 year old girl who took after DAD, who is looking sickly and having some Diabetic medication by his side.

They are having pap and bean cake but Helena is having Oats instead.

As Mummy pours in milk for DADDY RICHARD, he attempts to reach for the pack of sugar but Mummy moves it away. Richard frowns at the whole meal while Helena gets the Sugar. Mummy sighs tiredly.

MATCH CUT TO:

4. INT. CYNTHIA'S FAMILY LIVING ROOM- SAME TIME

Cynthia's is with her young family of DAVID, a fair skinned, handsome and bald headed well paid employee, and JOY, an excited 4 year old that looks like the mom. They are happily having bread and beverages for breakfast. And they use STEVIA SWEETENER instead of sugar...

Cynthia looks through the window and winks a smile.

5. INT. RICHARD'S FAMILY'S LIVING ROOM- MORNING

Richard and his family are not really happy as they eat breakfast. Suddenly, the door bell rings.

Mummy Richard opens the door and finds Cynthia stretching a pack of STEVIA SWEETENER to her. She receives it with a broad smile.

**GRAPHIC DISPLAY**

A graphic display of **TROPICANA SLIM STEVIA SWEETENER.**

Bullet text display:

1. Made from Stevia leaf extracts
2. Sweetens like sugar
3. Reduces calorie intake, sugar levels and prevents cavity.

6. INT. RICHARD'S FAMILY'S LIVING ROOM- MORNING

Dad uses STEVIA SWEETENER, wearing a broad smile. The whole family is happy as they enjoy breakfast.

FADE OUT.

**BILL BOARD ADVERT FOR STEVIA SWEETENER**

1. At the top right corner is boldly written: **TROPICANA SLIM STEVIA SWEETENER.**
2. A little below the product name are bullet texts: \* Made from Stevia leaf extracts \* Reduces Calorie intake \* Reduces Sugar level \* Prevent Cavities
3. Directly under the bullet texts is a 12 years old fat kid, bending down and holding his waist; exhausted from jogging.
4. At the extreme left, and quite below is a side view profile shot of a beautiful city lady who seem to be smiling at the fat kid.
5. A quoted statement says "We are what we eat. It can be sweet yet healthy" This statement is positioned close to her chest.
6. Taking a conspicuous space is a pack of **TROPICANA SLIM STEVIA SWEETENER.** And beside it is a plate of custard and a spoon in it.
7. A little carved out space at the bottom right is written: Good for tea, pap, oats, etc.

**BRT ADVERT FOR STEVIA SWEETENER**

1. At the beginning right corner, a red rose flower with very sharp thorns is positioned.
2. Text with readable and stylish fonts, says: Roses comes with thorns. Sweetness comes with the negative effects of sugar... BUT NOT ANYMORE. This text appears conspicuously near the rose with thorns.
3. Right after the texts is a 12 years old fat kid who is exhausted from jogging, and holding his waist. This means that the text is between the rose flower and the fat kid.
4. At the top left corner is the bold caption: **TROPICANA SLIM STEVIA SWEETENER.**
5. A little space beneath the caption, is bullet texts: \* Made from Stevia Leaf Extracts \* Reduces Calorie intake \* Reduces Sugar intake \* Prevent Cavities
6. At the bottom left corner, A Pack of TROPICANA SLIM STEVIA SWEETENER is displayed. And beside it is a plate of pap having a spoon in it.
7. A little cut out space from the bottom right writes: Good for tea, beverages, pap, oats, etc.
8. Underneath the product displayed is the rider: ... Sweetness of Sugar, Goodness of Nature.
9. At a little space by the corner, the company details is positioned.

**BACK OF BRT**

1. At the left and almost occupying more than the center space is the 12 years old kid, looking slightly reduced in size and looking healthier as he samples a pack of TROPICANA SLIM STEVIA SWEETENER.
2. At the top right corner of the square canvass is boldly written: **TROPICANA SLIM STEVIA SWEETENER.**
3. At the bottom right is a rider: ... Sweetness of Sugar, Goodness of Nature.
4. A little space by the bottom left corner is the company details.