

Steven Mah

ADPR 323

:60 TV Spot

10/1/17

Four Paws Wee Wee Pads

***Setting the scene: The spot starts with a first person vantage point from the eyes of a dog just starting to wake up. He smacks his lips, yawns, and starts scanning the room. This is a one-bedroom apartment.**

Dog: (Yawns) Sophie? (barks) Sophie? (barks) Huh, she must have gone to work already.

***Sees water bowl**

Dog: Ohhhh yes water, water, water!

***Starts licking the water bowl the crazy**

Dog: (Starts panting) Ahhh that was amazing.

***Suddenly the dog starts freaking out as he's frantically looking around everywhere.**

Dog: Oh no, oh no! Where is it?! Where is it?!

***The dog takes the audience on a rollercoaster ride throughout the apartment.**

He first goes to the windowsill and here it is revealed that the apartment is located in a big city, possibly New York. The dog says, "Not here," and keeps repeating the phrase while running around the apartment. He goes to the kitchen opens drawers, cabinets, and trashing the whole kitchen. He then moves on to the bathroom, does the same thing he did in the kitchen, looks the

in the toilet bowl and says “Not here.” He then goes into the bedroom, gets on the top of the bed, tears up the sheets and pillows and trashes the closet. He says, “Not here,” once more and walks out of the bedroom into the living room and sees a large white pad by the apartment door.

Dog: There it is! (Starts running towards the pad) Oh no I don’t think I’m going to make it! Come on, just a little bit longer! (He starts leaping toward the pad)

***The camera switches to third person as the audience can see the pug mid-air in slow motion as Tchaikovsky’s “1812 Overture” starts playing loudly. The camera then switches to close-up shot of the pug’s face and the audience can see the pug smiling. The camera’s next shot is a zoomed out shot of the pug landing on the pad in slow motion. The music then stops and we see a woman in her mid twenty’s open the door and walk in.**

Sophie: (Scans the apartment and sees the mess the pug made) Doug, what the— (looks down and sees Doug the pug peeing on the Four Paws Wee Wee Puppy Pad) Oh good boy Doug! Good boy!

***Sophie leans down and pets Doug the pug. “1812 Overture” starts to play loudly again and the screen dissolves to a blue screen with Sophie and Doug still faintly visible in the background. The words “Four Paws Puppy Pads. One less problem to worry about,” appears on screen.**

Announcer: Four Paws Wee Wee Pads. One less problem to worry about.