

Example: 1-Minute TV Commercial: Chocolate Sugar Mayhem Cereal (Dialog must be about 150-170 words)

(Brother and sister sitting at breakfast table. Mom standing behind them)

Brother: Breakfast is boring. I want an exciting start to my day

Sister: I want to start my day with something that tastes good. I want to have chocolate for breakfast.

Mom: I need to feed my children a nutritious breakfast. I need my children to start the day right.

(A bomb goes off in the kitchen with a mushroom shaped, chocolate-colored nuclear explosion)

(Six additional children, 3 boys and 3 girls, appear in kitchen jumping for joy)

Six Children (yelling together): You want Chocolate Sugar Mayhem!

Brother and Sister Together: WOW! This looks like a great breakfast

Brother: Exciting action!

Sister: Tasty Chocolate!

Mom: Nutritious too!

(Cut to close-up of cereal box on a kitchen table with a picture of milk and a full bowl of Chocolate Sugar Mayham).

Male Voice-Over: You and your family can have it all at the breakfast table. Excitement, chocolate, and nutritious and a full-days' worth sugar. Children will explode with energy all morning at school.

(Supermom fly's in front of the breakfast table to the sound of a supersonic jet)

Supermom: Make breakfast EASY & FUN. Kids love the taste. Mom & dad love the nutrition.

(End on picture of Supermom from the back of the cereal box)

Male Voice-Over: Kid tested and mom approved. Get some today!