

~Tasked to develop points of interest spots that tied in habits, uses and/or everyday actions that people do as a discovery base, to develop a spot as a simple product improvement angle to how people interact with toilet paper. We developed a wide variety of spot concepts from the silly to the sublime. This is one of our favorites that applied an action that research showed, 2 out of 3 people do to toilet tissue packaging when they pick it up, and spins it into what became a simple product improvement that is overtly obvious, but took some divine inspiration to see the forest through the trees. The end Client loved the concept and it changed the direction of the campaign. Ultimately, the re-tooling costs during the recession were a mitigating factor to implementing the product improvement, and another concept was selected. ~

Toilet Tissue Paper Spot #5 Treatment

WIDE SHOT: EXT (Establishing SHOT) We OPEN on an impressive, intuitional laboratory-looking modern building.

Narrator (in deep and impressive voice that resonates):

VO: “THIS is the National - Toilet Tissue - Research Laboratory.”

CROSS FADE to: INT Impressive modern laboratory with an army of Scientists in white “Clean Room” uniforms scurrying about with clipboards reminiscent of “Willy Wonka’s Chocolate Factory” (Oompah Loompahs meet NASA) all in busy preparation. Clearly, there is an important experiment underway. We see various blinking machines and massive, steel machinery and equipment surrounding what is clearly the obscured focus of all this activity in the center of the Lab.

CUT TO: MID SHOT: LEAD SCIENTIST, nerdy, yet commanding “Reed Richards” type, as he turns and dramatically holds his hands up to the sky: “We will now - BEGIN!”

The equipment SPINS UP, HUMMING and blinking to life, as steam shoots from hidden jets. The giant steel machine in the center of the lab shakes as it CRANKS and BELCHES.

ECU MONTAGE: Toilet Paper in the machine. Camera follows the Toilet Paper as it streams around and through the giant toilet paper making machine, onto cardboard tubes, sliced into stacks of 12 rolls, dropped onto a platform where plastic is shrink-wrapped around the set of rolls of TP.

CUT TO: MID SHOT: Suddenly, the machine stops as a spotlight from above shines on the 12 pack of Toilet Paper (dramatic lighting effects swooping down from above, i.e., “Who Wants to be a Millionaire?”). Scientists and Lab Techs surround the wrapped rolls on either side of the platform. They lean in with silent, observing anticipation. Ethereal music builds in the background. Everyone gasps and holds their breath as they watch large, imposing steel robotic arm pistons lower from above and clamp down onto the top of the toilet paper roll package with a resounding bass “SHA-GOOM!”, then lifts up and away out of frame.

POV TOILET PAPER – Looking up toward ceiling: The Scientists and Lab Techs, in a circular array come into frame above and encircle the toilet paper roll POV, and lean in further for a closer look.

ECU: Top of Toilet Paper package is covered with a colorful, plastic strip in the center with a hole perforated into the top of the (BRAND NAME OMITTED) Toilet Paper Roll package.

CUT TO: MID SHOT: Lead Scientist, who suddenly pops up into frame with a triumphant look on his face, as we see, dangling, on the tip of his hooked index finger, is the 12 pack of toilet tissue being lifted via the freshly created, all new, built-in, (BRAND NAME OMITTED) Easy Carry Hole-Punch Top Carrier (a simple hole punched into the top of the plastic shrink wrap packaging, so people can simply hook their fingers into the hole to carry the Toilet Tissue, rather than punching a hole into the package with their own finger, as many of us do. Colorful plastic strip with Logo is added for reinforcement and as a unique identifier).

CUT TO: WIDE SHOT: Lab. Suddenly, the Lab staff lets out a Massive ROAR of Triumph, as they toss their paperwork into the air, shout, cheer and applaud the new invention.

CUT TO: HERO SHOT: Toilet Paper Rolls with the convenient Easy Carry Hole-Punch Top Carrier, as papers rain down.

FADE IN: GRAPHICS over video.

VO /Announcer (As Music /Theme swells): “Now – presenting our new, Easy Carry Punch Top Carriers. (BRAND NAME OMITTED)... still Number One in making Number Two easier.