



TVC Scripts

Route One: House Versus Home

‘Kitchen’ :45

A sequence of quick shots of the exterior of houses from different angles:

A modest, semi-detached house from the point of view of a car.

VO: This is a house

A smaller terrace/flat zooming in from a straight angle.

VO: This is also a house.

Pulling out from a detached Victorian house with double-fronted windows and ivy creeping up the walls. It's early evening as EMILY enters.

VO: This is a very beautiful house.

Emily stops in the living room doorway to find her SON (5) being chased around the table by her DAUGHTER (3) with toilet paper unfurling along the floor behind her. Emily's HUSBAND (45) is caught in the middle as they run rings around him. Emily's daughter stops in her tracks on seeing her and runs towards her 'Maman!' Emily's forlorn husband looks relieved - she's home!

VO: But this...is home. And what makes it a home?

ADRIAN casts his eyes over the contents of his fridge, uninspired. He catches sight of some leftover cooked sea bass fillets and roasted Mediterranean vegetables, still looking as fresh as the night before. He assembles them on a plate, piquing his GIRLFRIEND'S interest.

VO: When leftovers are as tasty as the day they were made. That's home.

GEORGE and FAWZIA chat away as they cook their separate meals. It's an unchoreographed yet somehow symbiotic dance as George transfers his saucepan onto the Hotpoint induction hob, demonstrating its flexible cooking surface. Meanwhile, Fawzia simultaneously operates the steam function of the Hotpoint oven.

VO: Whipping up a meal, enjoying good company. That's home.

GUY stands over the Hotpoint induction hob in his immaculate kitchen. He runs a fork through the melted chocolate in his fondue set, savouring the process as much as the taste. Well, nearly as much. He picks up a strawberry and dips it in the chocolate, then raises it to his mouth when his PARTNER leans over his shoulder and cheekily takes a bite.

VO: Home is where food is so delicious it doesn't even make it to the table.

HARI is crouched down in front of the Hotpoint Steam Oven, looking through the glass at the roasted chicken inside. Is it ready? He checks back at his MOTHER-IN-LAW who is watching on. There's only one way to find out. Hari withdraws the steaming bird and lays it in the centre of the table. He gets the nod of approval from his GIRLFRIEND then turns to his mother-in-law. She tries to play it cool but can't help but smile. And neither can a relieved Hari.

VO: It's finally impressing your in-law after 34 attempts.

RIO is dressed in his pyjamas with a homemade cape wrapped around his neck. He mouths a series of spells as he gestures to a range of appliances in the kitchen all to no avail. With his hope dwindling, Rio turns his attention to the dishwasher and, by coincidence, it finishes its cycle and automatically opens. Rio looks on in disbelief, mouth agape. It worked!

VO: Home is a bit of all this mixed together.

We see Emily through the French windows of her kitchen as she withdraws her Tupperware from the Hotpoint dishwasher and fills it with leftovers from the Hotpoint fridge. Her husband is stood at the Hotpoint hob stirring porridge in a saucepan as their children wait impatiently at the table.

VO: And it's good having a trusted partner always by your side.

As we gradually pull out from Emily and her family, we weave in the morning routine of our other characters in their homes. All subtle variations on the same theme. Home is where the heart is. And the kitchen is that beating heart.

SUPER: Hotpoint Welcome Home Collection Life can get messy sometimes, that's ok...

This is not a house. This is... home.

Cut to black. The Hotpoint logo fades in, quickly followed by the end line.

Hotpoint. That's home.

'Fridge' :30

ADRIAN casts his eyes over the contents of his fridge, uninspired. He catches sight of some leftover cooked sea bass fillets and roasted Mediterranean vegetables, still looking as fresh as the night before. He assembles them on a plate, piquing his GIRLFRIEND'S interest.

VO: When leftovers are as tasty as the day they were made. That's home.

ELENA is wearing headphones as she retrieves fresh eggs from her Hotpoint fridge and cracks them into a sizzling pan of chopped tomatoes. Her FLATMATE appears in the doorway, woken up by the noise. Elena guiltily removes her headphones and tries to placate her flatmate with a forkful of omelette. The flatmate acquiesces, smiling as she walks over.

VO: When fresh food is served at all hours.

C/U on the clenched red face of ANDREI with veins bulging from his forehead. We pull away as he drops down from a pull-up bar in his doorway and opens the fridge, withdrawing bananas, strawberries, and berries kept fresh by the in-built Active Oxygen technology. He drops them into a food processor and fastens the lid, smiling as they blend into a thick, pink smoothie.

VO: Where eating healthy is your favourite exercise.

SUPER: Active Oxygen reduces up to 99%* of viruses and bacteria.

Through a series of over-the-shoulder shots, we cut between each of our characters opening their Hotpoint fridges and revealing the varying contents stored on the deep shelves and spacious drawers. All kept fresh thanks to the Food Care System including Active Oxygen Technology.

VO: Mmmhh...That's home. The new Hotpoint Oasis Fridge with Active Oxygen reduces up to 99% of virus and bacteria. The healthy space to preserve your

favourite food, every day.

SUPER: New Hotpoint Oasis Fridge

NATASHA - dressed in a white blouse and casual yoga pants, with a Bluetooth headset in her ear - takes rocket, tomatoes, olives, and feta from her fridge. She assembles the salad in a bowl on the table as she continues to conduct a virtual meeting on her iPad.

SUPER: However full your hands are.

Cut to black. The Hotpoint logo fades in quickly followed by the end line.

SUPER: Hotpoint. That's home.

'Laundry' :30

Open on the back garden of a family home. LUKE and KALEM are covered in dirt as they embark upon their latest quest. They run their hands through the soil between the plants, unearthing epic creatures of the deep. Otherwise known as worms.

VO: Spending all afternoon discovering new kingdoms.

A large family sits around the dinner table enjoying lunch together while catching up on the week's events. ROWENNA picks up the gravy and accidentally spills a little on her garish t-shirt, drawing sniggers from her parents. Rowenna shoots them daggers. She is not amused.

VO: Enjoying those long weekend meals together.

TODD is trying to catch GUS who is getting his muddy footprints all over her freshly washed white bedsheets. She finally lures him off with a treat, but she can't stay mad at him for too long.

VO: Having rules... But flexible rules.

We cut between our characters each loading the Hotpoint GentlePower washing machine from the outside and then the inside.

VO: All this makes home. And you know what else too? Yes... Lots of washing.

We watch as the GentlePower washing machine is activated. Water slowly fills the drum and soaks the clothes as the cycle starts up.

VO: That's why at Hotpoint we created Gentle Power Technology. To give you impeccable results saving water and energy with each cycle.

Super: New GentlePower Technology. Impeccable results saving 59% water and 65% energy*.

The family is enjoying dinner altogether when STUART nearly gets sauce on his white t-shirt. It's a close call.

Super: Because the next wash is only a slurp away.

Cut to black. The Hotpoint logo fades in quickly followed by the end line.

Super: Hotpoint. That's home.

Route Two: Home Love Anthem

'Kitchen' :45

The daylight fades as KATIE - dressed in pyjamas and a pair of monkey slippers - stands over a crib, looking down adoringly at her sleeping BABY.

We follow her as she tip-toes towards the door and carefully closes it then emerges into the kitchen to find PAUL - in pyjamas and crocodile slippers - standing at the Hotpoint Induction Hob.

He is using the slow-cooking function to gently scramble eggs in one pan and fry sizzling bacon in another.

The time on the oven reads 19:30. Katie walks over to the fridge and opens the door, withdrawing a carafe of freshly squeezed orange juice and takes a few gulps. Paul decants the bacon and eggs onto two plates and whispers:

VO: Where breakfast is served at whatever o'clock...

Paul hands the plates to Katie who replies:

VO: That's home.

Advertising executive, NATASHA - dressed in a professional white blouse and casual yoga pants, with AirPods in both ears - withdraws fresh salmon and vegetables from the Hotpoint fridge. Natasha pan-fries the salmon and steams the vegetables as she dances

to her favourite music, wooden spoon in hand. She sings along:

VO: Where you can cook like no one's watching...That's home.

LEVI and MIA are baking together. They are stirring a delicious chocolate sauce with the help of the "melting" function featured on the induction hob. Levi takes out the spoon and goes to wash it under the tap when Mia holds out her hand - her eyes pleading with him to let her lick it clean. Mia sings:

VO: When licking the spoon is part of the recipe.

Levi goes to hand it over then playfully snatches it away and licks it himself as he replies:

VO: That's home.

CHRIS withdraws a perfectly cooked chicken from the Hotpoint Steam Oven. He proudly carries it over to his hungry FAMILY, but as they go to dig in he holds out his hand to stop them and withdraws his smartphone. He frames a photo and hovers over the various filters, but he is struck by the natural beauty of the moment and posts the picture with #nofilter singing:

VO: Where your dish needs no filter at all...

The family altogether:

VO: That's home.

TESS is sitting at the head of a long table lined with her FRIENDS and their CHILDREN on either side. Another GUEST appears in the doorway, prompting cheers as they pull up an extra chair for him.

The friend sits down and sings:

VO: Where you've always got a space reserved at the table...

Tess gets up and ladles some stew that is simmering away on the 'Keep Warm' function of the induction hob into a bowl. She hands the bowl to one of the guests who passes it along the table until it reaches the new arrival.

The guest gratefully accepts the bowl:

VO: That's home.

Cut between the different kitchens we have seen throughout the film. Some characters are loading the Hotpoint dishwasher while others are emptying the cutlery and dishes which are perfectly clean and dry, thanks to the ActiveDry System. We end on a shot of Tess and her guests animatedly chatting around the table as the dishwasher quietly does the work for her in the background.

VO: If the kitchen is the heart of the home, discover the heart of the kitchen. New Hotpoint Welcome Home Collection. A trusted partner, always by your side.

Tess breaks from her conversation and turns to us:

VO: That's home.

'Fridge' :30

KATIE - in pyjamas and monkey slippers - enters the kitchen to find PAUL - also in pyjamas and crocodile slippers - standing at the Hotpoint fridge. It's dark outside and the clock on the wall reads 7.30. He withdraws fruit, yoghurt, and juice which he lays out on the table. Everything still wonderfully fresh thanks to the fridge's Food Care System.

Paul sings:

VO: Where you can start fresh, any time of day...

Katie eyes the feast in front of her:

VO: That's home.

Recent graduate, ELENA, is in her kitchen at midnight. She opens the fridge and sitting on the shelf is a fresh fruit cake from earlier. She reaches inside with a fork as she sings:

VO: Where it's never too late for one last bite...

As she enjoys a forkful, her BOYFRIEND appears in the doorway, woken up by the noise. A guilty Elena tries to placate him with a forkful of cake. He smiles and sings as he walks over:

VO: That's home.

He takes a satisfying bite.

Advertising executive, NATASHA - dressed in a white blouse and casual yoga pants, with AirPods in both ears - is connected to a conference call on her iPad which sits on the

counter. She removes leftover pasta that looks as fresh as the day it was made. She takes a bite and sings:

VO: When leftovers taste just as good...

VO: That's Home

Natasha returns to her iPad and continues to call as she sits down at the counter and eats her pasta.

C/U on the clenched red-face of personal trainer, ANDREI. His veins bulging from his forehead. We pull away as he drops down from a pull-up bar in his doorway and opens the fridge, withdrawing bananas, strawberries, and berries kept fresh by the in-built Active Oxygen technology.

He drops them into a food processor and fastens the lid, smiling as they blend into a thick, pink smoothie.

Andrei looks to camera:

VO: Where eating healthy is your favourite exercise. That's home.

Cut between our different characters as they open and close the fridge door, revealing the varying contents stored on the deep shelves and spacious drawers inside the fridge. All kept fresh thanks to the Food Care System including Active Oxygen Technology.

VO: Home isn't home without a healthy space to preserve your favourite food every day. New Hotpoint Oasis Fridge

SUPER: New Hotpoint Oasis Fridge.

Katie and Paul take some fresh produce from the fridge and return it to the table. They prepare it as they sing:

VO: That's home

(Hotpoint logo)

'Laundry' :30s

DANIEL enters his bedroom which is littered with clothes, books, and skating paraphernalia. He throws a tee on top of the half dozen others hanging off the back of his chair. He sings:

VO: Where laundry likes to hang out on the backs of chairs...

Daniel opens his wardrobe to get another. It's empty. He turns to the camera and shrugs, then picks his t-shirt back up and mouths:

VO: That's home.

JANA and HALEEMA are sitting at the table eating spaghetti Bolognese. Jana takes great care twisting the spaghetti around her fork and guiding it into her mouth while Haleema slurps up the spaghetti excitedly, spilling sauce onto her shirt. Haleema looks down at her shirt and laughs:

VO: When your favourite meal looks much better on your shirt...

Jana rolls her eyes:

VO: That's home.

DAISY and her PARTNER are hosting a birthday celebration in their home. EVERYONE is dressed up smart, except for the Daisy who is still wearing her favourite comfy sweater with a dog print on the front. Does she care? Does she fuck? Daisy's partner looks out at their friends and rounds on Daisy:

VO: Where saving energy doesn't mean wearing the same clothes all week...

Daisy looks at the camera defiantly and sings:

VO: That's home

A BABY in a highchair drops their food on themselves. As they erupt into tears, DANIEL steps in and contorts his face into a clown-like smile, keeping the waterworks at bay. He maintains the expression as he glances over at us and mouths:

VO: Where water is protected at all costs... that's home

Cut between different characters loading their GentlePower washing machines. As they operate the settings the cycles come alive. We watch as the water gently fills the drum and soaks the clothes while the spin starts up.

VO: Wherever there is home, there will always be washing.

VO: But it's no drama with new Hotpoint GentlePower Technology, giving you

impeccable results while saving water and energy.

Super: New GentlePower Technology gives you impeccable results while saving up to 59% water and 65% energy.*

*Tested on ECO 40-60 cycle with and without GentlePower and Load Detect.

Voice in the background: "Mummm, I've had an accident"

Hotpoint (logo).