



‘Wake Up to Wow’ TVC Script :30

We open on a wide shot of the Williams family in their well-appointed kitchen - an exposed brick walls with stainless steel implements and marble/granite work surfaces.

It's Saturday morning and the sun is bursting through the windows as Maya stands at the table, laying the fourth and final place setting.

Colson sits opposite, mimicking her actions.

Vanessa stands at the counter whisking some pancake batter in a bowl.

And David is trying (but failing) to secure Wallace who is struggling in his highchair.

Close on Maya's hand as she lays a fork on the table, accidentally knocking a glass tumbler. The ensuing CLINK cuts through the hubbub of family noise.

We turn 180 degrees to an eagle-eyed (and eared) Colson who instinctively copies Maya, striking his plate. A heavy-handed CLANK reverberates around the room. A reverse shot of Vanessa. She can't help but smile as she looks out at her children. She indulges their impulses and joins in, theatrically WHISKING the pancake batter in her bowl - varying the sound but continuing the rhythm. She looks to...

...David and Wallace who follow suit. David victoriously Velcro's Wallace into his high-chair, only for Wallace to RIP it off again.

Music: 'Best Day of My Life' - *American Authors* starts up.

And now we're back with Maya who tries to play it cool, but she is loving this. She UNSCREWS the lid of the Nutella then...

...SLIDES the jar across the table to...

...Colson who picks it up and PULLS BACK the lid. As he reaches for a spoon, we transition to...

...the ladle in Vanessa's hand as she scoops up some pancake batter and pours it into a frying pan. It SIZZLES as it hits the oil which spits onto...

...David as he CUTS the bread on a chopping board. We transition to...

...Wallace BANGING on his highchair tray with plastic cutlery. His noise instantly drowned out by...

...the steaming WHISTLE of a boiling kettle, providing that crescendo release.

VO: Breakfast sounds better together, doesn't it?

The steam gives way to Vanessa SCOOPING some Nutella out of the jar. We match cut to...

VO: Make it even more special with Nutella's cocoa and hazelnuts.

...David SPREADING it across a pancake. Then match cut again to...

...Maya biting into a CRUNCHY piece of toast with Nutella on top. We pull out to...

VO: The weekend has officially begun.

...the family all sitting around the table.

The picture blurs and text appears:

SUPER: Nutella - Wake Up to Wow.