



‘Why’ TVC Script :60

We open on a rapid montage of our kids - different ages, genders, sizes, and ethnicities - exploring the world around them. Looks of wonder and excitement on their faces as their eyes sparkle and their imaginations run wild. The possible adventures in an overgrown jungle-like garden. The potential treasures in a dusty, cluttered attic.

We cut from one child to another. Building up speed and intensity. We know something is coming, but we don’t know what. And then BAM - the music starts and we cut to...

A low-angle shot of trees passing us by as a GIRL traverses a forest. The RUSTLE and CRUNCH of leaves underfoot. The TWEETING of birds. The camera pans as her eyes take in the dense, humid woodland, revealing her grandpa by her side. We cut to a reverse shot of the girl as *she looks and talks directly into the lens*.

Girl: Why can’t we live as long as trees?

A BOY and his mother sit on the floor of their sumptuous, stylish living room - replete with Philips devices. They root through the contents of an upturned recycling bin. We go in close on the face of the boy as he marvels at his creation - a piggy bank made from an empty plastic soda bottle and some old socks.

Boy (VO): Why do we call it waste if it’s useful?

We’re outside a family home, looking through a bathroom window as a woman sits on the edge of the bath shaving her legs. The camera gradually pushes in with a shallow depth of field as we pass through the wall and into the bathroom to reveal a GIRL - her daughter - standing in the doorway. The girl watches on curiously as her mother NICKS her skin with the blade and WINCES.

Girl (VO): Why do you do it if it hurts?

Close-up on the fearful face of a BOY in a claustrophobic, clinically white cylinder of a Philips 3T MRI scanner. *He looks and talks directly into the camera*.

Boy: Why does it have to be so scary?

The boy closes his eyes and is transported to the animated underwater world of

Disney's *The Little Mermaid*. An animated version of the boy floats in the blue-green ocean. His eyes wide with wonder and excitement as a colourful array of sea life swims past.

A handheld close-up follows a narrow, transparent tube into the top of a plastic baby bottle half-filled with thin, white milk. We pull out to reveal a GIRL trying to make sense of her tired MOTHER pumping milk with a Philips electric breast pump.

Girl (VO): Why is being a mommy so hard?

Reflected in the bathroom mirror are a BOY and his FATHER brushing their teeth. The boy brushes as fast as he can with an analogue toothbrush but struggles to keep up with his father's Philips sonic electric toothbrush which WHIZZES and WHIRS around the inside of his mouth. The boy looks down at his toothbrush, stumped.

Boy (VO): Why can't I move my hand a trillion times a second?

Close-up of a GIRL laying her head on a dining table, gazing at a chicken timer sitting on top. TICK, TICK, TICK. A reverse shot of the GIRL as the countdown reaches 0 and then RINGS, startling the girl who *looks and talks directly into the camera*.

Girl: Why are there no alarm clocks for diseases?

A side shot of a transgender MAN LATHERING shaving cream on his face as he prepares to shave for the first time with a Philips electric shaver. We cut to a medium-shot of a BOY - his brother - sitting on the toilet seat watching on.

Boy (VO): What's the point in growing a beard if you're just going to shave it?

A medium shot of a GIRL sitting glumly at the end of a row of chairs in an overcrowded accident and emergency waiting room. *She looks and talks directly into the camera*.

Girl: Why do we have to wait when it's called accident & emergency?

We're close-up on the nervous face of a BOY. Then cut to the reverse of his AUNT - in a hospital gown and with no hair - sitting on a hospital bed. She smiles encouragingly and we cut to a wide as he tentatively reaches out and runs his hand over her hairless head.

Boy (VO): Why does our body turn against us?

A GIRL sits on her bed in a dimly-lit room. We can only really make out her face,

illuminated by the light from her phone. *She looks up and talks directly into camera.*

Girl: Why do I have 5G but no doctor I can reach?

An intimate, energetic handheld shot of a BOY sitting behind a drum kit in a children's hospital ward. He THRASHES the cymbals and BEATS the drums in time with the music as we realise that he was the one playing the soundtrack from the very beginning. He stops drumming and catches the cymbal, looking out at his mother who is crying tears of joy.

Boy (VO): Why do we cry if we're happy?

We watch a SURGEON using his hands to explain something. Then we cut to the reverse of a GIRL sitting on a hospital bed, her legs dangling off the edge but failing to reach the floor as she tries to make sense of his explanation.

Girl (VO): Why do you need to open my belly to fix me?

Close-up on the eyes of a bespectacled boy as the flickering light from the television reflects on his glasses. We cut to a reverse shot of the Philips 65" Ambilight television as the footage on-screen shows images of malnourished, sickly children in sub-Saharan Africa. Then we cut to a wide of the boy sitting alone in the middle of the living room, staring up at the Philips screen.

Boy (VO): Why can you get sick from water?

Cut to white, wispy clouds floating through the pale blue sky.

Super: We never stop asking "why?"

So, we never stop discovering "how to."

Super: Philips. Together, we make life better.