Intro

I've worked with cats on multiple occasions and been the proud owner of one myself, so I can attest to their diva-ish qualities.

But I'd go even further than that.

Cats don't just want to be adored, they want to be worshipped. Just like they were back in Ancient Egypt.

The beauty and comedy of this spot is that we briefly indulge their dream-like fantasy of almost God-like status, only to then bring them, and us, back to reality with the rattle of Temptations.

Tone

The better the setup, the better the punchline.

This means pushing the comedy of the dream sequence in a way that feels funny but not cheesy, striking that balance between something heightened yet grounded in reality so we believe what is happening.

I want to see the crowd going wild for the cat in each of these scenes as if they are witnessing a superstar. Screaming, shouting, perhaps even fainting, and just generally losing their minds whether the cat is moving through the parade, boxing, or playing the drums.

It's these excessive reactions that provide the humor, rather than the cat which should look and act in a way that feels real - never becoming the joke itself.

Then, when we cut to reality and show the cat riding the Roomba or playing with a door stopper, that harsh contrast between the setup and the reveal of our punchline will blindside our audience and have them in stitches.

Approach

To capture that sense of reality in the daydream sequence we need to use all of the tools at our disposal such as animatronics, green screen, and CGI. Given that these are :15 spots, we'll probably spend no more than :3 showing the cat drumming or boxing, but for each we'll take a slightly different approach.

When it comes to the cat perched on a float at the parade we'll use a green screen, whereas for the boxing and drumming we'll opt for CGI so that when the cat moves it looks authentic rather than fake. We'll also use a green screen in close-ups of our cat and when they suddenly notice our character.

'Treats - Parade' TVC Script :15

1. We open on a cat riding on top of an allegoric Hispanic float in a parade. The crowd is worshiping the cat. The cat has two assistants that are cooling him down with fans.

2. We see one of the assistants disrupt the parade. He grabs a bag of Temptations Treats and starts shaking it.

3. The cat laser focuses his attention on the Temptations Treats bag.

4. We cut back to the man and discover that he is now dressed in regular clothes inside an apartment, shaking the Temptations bag.

5. We cut back again and now see the cat waking up from his daydream with the sound of the shake and discover that he was standing on a robot vacuum this whole time. The assistant, AKA the owner, gives the cat a treat for "helping" to clean the house.

Super: Disclaimer: Don't let cats commandeer your robot vacuum.

VO: If your cat is a super/mega/ diva, bring him back with Temptations Treats.

'Treats - Misifus' TVC Script :15

1. We open with "MISIFUS" playing the drums in a Latin Music Festival.

2. We see a fan in the crowd pull out a bag of Temptations Treats.

3. The cat stops playing the drums and laser focuses his attention on the Temptations Treats bag.

4. We cut back to the man and now he's in an apartment wearing everyday clothes. He shakes the bag of Temptations.

5. The cat wakes up from his daydream to the sound of the Temptations shake, and we discover that the cat was actually playing with a doorstopper this whole time. The fan, AKA the owner, gives the cat a treat for creating this musical masterpiece.

VO: If your cat is a super mega diva, bring him back with Temptations Treats.

'Treats - Boxing' TVC Script :15

1. We open with a cat hitting a small boxing bag during a boxing exhibition. His trainer is behind him cheering him on, and we hear the roar of people in the background.

2. Then we see the trainer pull out a Temptations Dry Food bag.

3. The cat laser focuses his attention on the Temptations bag.

4. We cut back to the trainer and discover he's the cat's owner, dressed in regular clothes in his apartment pouring the Temptations Dry Food in a bowl.

5. The cat wakes up from his daydream to the sound of the Temptations Dry falling into his bowl, and we discover that he was playing with his CAT GYM TREE this whole time.

VO: If your cat is a super mega diva, bring him back with Temptations Dry.

The Look

For the reveal to feel unexpected and the punchline to land, our dream sequence needs to feel real. The focus here is on our cat as it boxes, drums, and rides through the parade, but we should also look beyond the cat to the world around it as this will help to sell the sensation of reality.

With this in mind, let's immerse ourselves in the raucous crowd of the parade with a loose, handheld camera. Feeling the emotion and excitement as we hear people screaming and see them vying for position.

Let's increase the size of the crowd at the boxing gym and have some shadowboxing while others watch on in awe, fascination, and disbelief, as the cat effortlessly works the bag with his trainer at his side and the camera in close proximity.

When the cat is drumming, let's get in amongst the swaying mass of fans, feeling their energy and excitement as they go wild, so that when we cut to the sedate reality the shock is even greater.

In each of these sequences, we'll then use a match cut or the same camera angle to take us from the daydream fantasy to reality.

In terms of lighting, we're aiming for a natural, authentic look. We're not lighting for comedy here, so nothing bright or overlit that exposes the CGI, but something more subtle with a little bit of contrast. We can also use realistic lighting - such as the darkened surroundings in the drummer sequence - combined with motion to make the CGI more believable.

We particularly like the real-world lighting and camerawork of this Chewy spot:

https://youtu.be/2nRuiZbb1D8

Working with Cats

I've got tons of experience working with cats, so have developed an effective approach to drawing out performances and capturing them on camera. This starts with a clear set and locked-off camera that is far enough away from the cat so as not to be a distraction, allowing us to get the cat to look where we want it to.

In each script, we currently have the cat looking at the owner in the dream sequence. This could potentially undermine the authenticity of the sequence and also feel like we are repeating the beat as we cut to reality and see the cat performing an action and then look to the owner. Alternatively, we could simply match-cut from the cat looking at the owner in the same way as we move from the dream sequence to reality.

In the boxing gym scene, we might struggle to get the cat to play with the doorstep and then get excited about the food in a single action. Instead, we can have the cat looking at the doorstep and then take another swipe at it - either in camera or in post.

Casting

Given that we're targeting a Latin market, it makes sense to work with relatable, likable Latin actors that our audience can identify and empathize with. And like our three actors, each of the three cats should look distinctive from one another, but also feel like regular cats - as though they could belong to any member of our audience.

In both cases, we're looking for authentic, naturalistic performances that ground the

comedy by letting the situations, their surroundings, and the stark cut from fantasy to reality do the work.

Locations

As with our cast, our locations should feel accessible and relatable. Nothing super out there or restrained, but locations that feel real and believable - albeit pushed that little bit further.

Product

Our cats may think that they are the heroes of these stories, but the real hero is our product. We'll deploy it to land the punchline of each story and the final packshot, clearly capturing its packaging in the best light and enticing our audience to buy it for their cats.

Outro

These scripts are incredibly fun and have the potential to be the kind of spots that people won't just remember but that go viral as people share and laugh about them with fellow cat lovers.

Beyond superficial visual tricks, such as CGI, this ultimately relies on subtle but effective comedic storytelling that connects our audience to the product in the best way possible: by making them laugh.

I can't wait to get started.