

TV ad Script

Both fish are good sized goldfish

Brutus is a full-grown black or tuxedo cat, looking scruffy or unkempt

F1 - adult (20s-30s) female voice

F2 - adult (20s-30s) male voice, tenor/baritone

Brutus - adult (40s-50s) male voice, light bass, weary but tough

Announcer - adult male, official or authoritative

Opening shot - 1-2 seconds: Close up of TV screen showing a picture of active cats and people with happy music.

Shot 2 - wide shot of room, interior at night, music fades.

Fish 1: Have you seen Brutus around?

Fish 2: Yeah, he's moping.

Shot 3 - close up on fish in bowl

Fish 1: Why?

Fish 2: He's tired and hungry. The human lady keeps giving him that nasty, mushy stuff in his bowl.

Fish 1: You'd think she could tell he hates it. Even when he eats it, he's tired and his fur is getting ratty.

Fish 2: At least he hasn't decided eating us is better.

Shot 4 - cut to wide shot of room, the cat enters slowly, listless, head hanging

Fish 1: Brutus! You okay?

Brutus: (sits) Not really (looks at TV) I just don't have any energy these days. Look at that my human and I used to play like that! (Screen shows picture of new cat food)

Shot 5 - mid shot of cat with fishbowl.

Brutus: That looks so much better than my food. Mine is just gray and gooey. It doesn't taste like much of anything at all. If only the human, would get that food. It looks so much better than what she's been getting me lately.

Fish 2: I hope she does, Brutus. We'll do what we can to help get her attention!

Brutus: Thanks, guys.

Shot 6 - close up of fish swimming in circles around their bowl

Shot 7 - still shot of product with logo and a happy, healthy Brutus energetically eating

Announcer: Don't let your pets wither away from poor diet and lack of energy! Get Dr. V's Energy Boost formula cat food for your feline friend's best life ever.