

As batter is poured into a skillet, our camera pours itself into the skillet alongside the batter. We cut to a spatula flipping the flapjack and when it does, it reveals an impression in the pancake that resembles the Mona Lisa.

Continuing the reverse POV theme of this spot, from inside an oven, we see a little girl, wide-eyed, as she watches a cake rise in the oven.

SUPER/VOICE OVER:

Make it whole grain.

Make a whole lot

It's a snowy morning as a gaggle of kids mix Krusteaz, sending puffs of mix into the air.

We cut to the same group of kids sitting at the kitchen table, eagerly eyeing a platter of pancakes landing on the table among other platters, each one containing stacks of different pancakes - chocolate chip, banana, apple, blueberry... Also scattered between the pancake platters are jars of syrup, bowls of berries, whipped cream, jams and jellies.

SUPER/VOICE OVER:

Make it wobble.

We focus in on one of the kids. With a frosty kitchen window in the background, he is building a masterpiece, stacking each of the variety of pancakes and between each, one of the toppings. This is already an impressively high stack and as he adds one last pancake atop a small sea of whipped cream, the assembly begins to wobble. As the boy's eyes widen and the tower begins to teeter, we cut...

SUPER:

MAKE WHATEVER

VOICE OVER:

Make whatever with Krusteaz

We end with our packshot, as winter morning light streams in - three boxes of Krusteaz, set among several steaming stacks of pancakes as well as some of the various accouterments; the bowls of toppings, the spatula and the mixing bowl.