

Make That :15

Ingenuity, Risk Taking, Endless Possibilities

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SUPER/VOICE OVER:

Make Krusteaz.

Set against an indeterminate background; feeling some sense of softly focused wood grain and late day natural light flowing through, we open close on our box of Krusteaz, which is being lifted through frame.

The Krusteaz box tilts, and as the mix begins to pour, like a theme park ride, we begin to descend along with the mix, flowing down towards an old glass mixing bowl, scarred with the marks of a million whisks. As the mix lands into the bowl and we follow, little explosions send puffs of the mix skywards around us on all sides.

We cut and orbit just above the bowl as water pours in from above. From our vantage point, looking down, a hand enters and whisks the mix. We see how effortlessly the batter mixes.

Now, we cut to a position over a skillet, looking down and moving in slightly as batter is poured into a skillet. The batter joins one or two other pancakes that are beginning to bubble up.

VOICE OVER:

Make this.

Now we orbit the skillet, and as we do, we swing around to find our mom. This also has the effect of revealing our surroundings. It's a modern, suburban kitchen. The counters are a solid wood and there's an island behind her, with the Krusteaz box, the mixing bowl, a fruit bowl and other kitchen utensils scattered across the island. Long beams of afternoon light flood through a window, illuminating the island.

Suddenly from behind the mom, a stealthy little soul emerges, a freshly peeled banana in hand. Reaching up, stretched out, our little person reaches towards the glass mixing bowl.

Our inquisitive camera zips over to investigate and as it does so, the child plops a whole banana into the pancake batter.

Our mom had her back turned and by the time she turns around, it's too late. As her eyebrows rise and she takes in a breath to react, we cut...

VOICE OVER:

OK, fine, make that!

SUPER:

MAKE THAT