

A banana garnished confection rises from among the items and ingredients on the cooking island as our little boy looks on in astonishment.

SUPER/VOICE OVER:

Make it orange

In a contemporary loft, a crepe bubbles on a pan as we drift down, following a hand that squeezes an orange; vesicles exploding as sparkling droplets shower across the cooking crepe.

Behind the crepe, we see a small platter with a small stack of folded crepes sprinkled with confectioner sugar, awaiting the next crepe, alongside an ancient confectioner's sugar shaker.

On the steel countertop, we see an architectural, molded orange cake with a perfectly scorched and swirled meringue icing being finished, as a perfect nurdle is formed at the tippy top.

SUPER/VOICE OVER:

Make it sparkle.

At an old wooden kitchen table we see a dog seated at the head of the table, looking slightly uncomfortable wearing a silly party hat. Our mom, our giggling little boy and, if budget permits, a giggling little girl set a sheet pan pancake birthday cake before the dog.

The cake is festooned with funetti, candles and the words 'Happy Birthday, Sparky.'

SUPER/VOICE OVER:

Make it famous.

It is evening. We're back in the loft kitchen where in the background, in an everyday vibe, we see the used dinner dishes stacked near the sink. A woman is putting the finishing touches on a vanilla coconut pancake layer cake, garnished with berries. While there may be a carnage of dinner dishes behind her, on the countertop the lighting is just so, so out comes the camera as she captures her creation for posterity - and the Web.

SUPER:

MAKE WHATEVER

VOICE OVER:

Make whatever with Krusteaz

We end with our packshot, as golden morning lighting streams in - three boxes of Krusteaz, a steaming stack of pancakes as well as some of the various kitchen nicknacks; the vintage sugar shaker, mixing bowl and whisk visible around the boxes. This is all set on the suburban cooking island, with the stove behind.