

Kellogg's Cereal + Milk "Late Night Snack"

TV Commercial: Audio/Video Script

Length: 30 seconds

VIDEO

AUDIO

1. CAMERA OPENS ON A GUY SITTING ON HIS LIVING ROOM COUCH AT NIGHT. HE TAKES A SIP OF BEER, PUTS IT DOWN ON THE COFFEE TABLE IN FRONT OF HIM, AND WIPES HIS MOUTH WITH THE BACK OF HIS HAND. THEN HE CRACKS HIS NECK, PICKS UP HIS CELL PHONE AND BEGINS TO TEXT.

GUY: (SIPS) Ahhhh. (TEXTING) What. Are. You. Doing?
SFX: TEXT SENT
2. CUT TO GIRL'S BEDROOM. SHE IS LYING IN BED EATING A BOWL OF SOMETHING WITH A SPOON WHEN SHE GETS A TEXT. SHE LOOKS TO SEE WHO IT'S FROM, ROLLS HER EYES, AND THEN BEGINS TO TYPE A RESPONSE.

GIRL: (TEXTING) (UNINTERESTED) Lying. In. Bed.
SFX: TEXT SENT
3. PAN OUT TO SPLIT SCREEN OF GUY (LEFT) AND GIRL (RIGHT) SITTING IN SEPARATE APARTMENTS. GIRL GOES BACK TO EATING. GUY IS AWAITING HER TEXT WHEN HIS PHONE BUZZES ON THE COFFEE TABLE. HE QUICKLY PICKS IT UP, LOOKS AT THE TEXT – SMILES, MISCHIEVOUSLY – AND STARTS TYPING BACK.

SFX: NEW TEXT
GUY: (SMILES, MISCHIEVOUSLY) (TEXTING) Mmm...Just. Lying. In. Bed? Nothing. Else?
SFX: TEXT SENT
4. CONTINUE SPLIT SCREEN. GUY PUTS HIS PHONE DOWN ON THE TABLE AND SLIDES DOWN A BIT ON THE COUCH, RESTING HIS HANDS BEHIND HIS HEAD. GIRL IS HAPPILY EATING FROM THE BOWL WHEN HER PHONE BUZZES ON THE BEDSIDE TABLE. VISIBLY ANNOYED, SHE PICKS UP IT UP AND PUTS THE BOWL DOWN IN ITS PLACE, THEN TEXTS BACK.

SFX: NEW TEXT
GIRL: (TEXTING) (WITH MOUTH FULL) I'm. Eating. Cereal.
SFX: TEXT SENT
5. CONTINUE SPLIT SCREEN. GIRL PUTS PHONE DOWN, PICKS UP BOWL AND TAKES ANOTHER BITE OF CEREAL – CHEWING. GUY GETS
SFX: NEW TEXT

TEXT, AND AUTOMATICALLY REACHES FOR PHONE. HE RAISES HIS EYEBROW AND SMILES AGAIN AS HE TEXTS BACK, VISIBLY PLEASED WITH HIMSELF.

GUY: (TEXTING) Haha. Nice.

SFX: TEXT SENT

GUY: (STILL TEXTING) (VISIBLY PLEASED WITH HIMSELF) What. Would. You. Do. If. I. Was. In. Bed. Next. To. You?

SFX: TEXT SENT

6. CONTINUE SPLIT SCREEN. GUY GOES BACK TO RELAXING, STILL PLEASED WITH HIMSELF, SLIGHTLY NODDING HIS HEAD. GIRL GETS TEXT AND EXHALES HARD, ANNOYED. SHE PICKS UP THE PHONE AND STILL CRADLING THE BOWL, STARTS TEXTING BACK ONE-HANDED.

SFX: NEW TEXT

GIRL: (EATING, CRADLING THE BOWL THIS TIME) (TEXTING, ONE HANDED) Eat. My. Cereal.

SFX: TEXT SENT

7. CONTINUE SPLIT SCREEN. GIRL GOES BACK TO EATING. GUY GETS TEXT AND PICKS UP PHONE, SITTING FORWARD. HE LOOKS A LITTLE CONFUSED BUT THEN SHAKES HIS HEAD LIGHTLY AND STARTS TEXTING BACK.

SFX: NEW TEXT

GUY: (TEXTING) LOL. I. Mean. If. The. Cereal. Wasn't. There.

SFX: TEXT SENT

8. END SPLIT SCREEN. RETURN TO ONLY GIRL'S APARTMENT. SHE GETS THE TEXT AND PICKS UP HER PHONE, STILL HOLDING THE CEREAL BOWL. SHE READS IT AND FIGHTS BACK A LAUGH AS SHE TEXTS BACK, ONE-HANDED. SHE SENDS THE TEXT AND TOSSES THE PHONE ON THE BED NEXT TO HER, ONCE AGAIN HAPPILY RETURNING HER ATTENTION TO THE BOWL OF CEREAL.

SFX: NEW TEXT

GIRL: (FIGHTING BACK A LAUGH) Then. I'd. Get. Out. Of. Bed. And. Go. Get. Cereal.

9. FADE IMAGE TO BACKGROUND AND FOCUS ON KELLOGG'S LOGO AND BOXES OF KRAVE, JIFF, AND FROSTED FLAKES. COPY READS: "KELLOGG'S CEREAL AND MILK. THE BEST DECISION YOU'LL MAKE ALL NIGHT."

ANNOUNCER: Feel good about yourself in the morning. Kellogg's cereal and milk. The best decision you'll make all night.