**D375 Video Script**

**Broadcast or Digital Media Channel:** The best place to put this ad would be on YouTube. This is because YouTube is by far the most popular media channel among our target audience of high-income millennials in urban areas.

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| **Scene #** | **Time Stamp** | **Setting** | **Action** | **Music and Emotions Evoked** | **Dialogue** | **Text on Screen** |
| 1 | 0-10 sec | At the cacao farm | Show Maria Garcia talking. Have a sloth and a monkey happily hanging out in the background at the farm | Happy music to make the viewer feel connected to nature | Hi, I am Maria Garcia the owner of Octavia Maravilla Company. I grew up here on this farm and doing so taught me that I need to take care of the wildlife and all my workers. | None |
| 2 | 10-17 sec | At the cacao farm | Show a worker smiling while holding the cacao in their hands | Happy music to make the viewer feel happy to help provide for a worker in a poorer nation | My name is Mateo and I have been working with my OMC family for 5 years and they have taken amazing care of me. | OMC Chocolate is produced using fair-trade practices |
| 3 | 17-23 sec | At Chocolate production facility. | Show the cacao bean shells and leaves being turned into paper | Motivating music that makes the viewer feel empowered and motivated to help protect the environment | Our chocolate bar wrappers are made using the cacao waste products to help save our planet. | None |
| 4 | 23-30 sec | At the cacao farm | Show all the OMC workers standing together smiling while holding a chocolate bar. At the end, everyone yells “thank you!” | Happy motivational classical music. This will make people feel motivated to help the workers at OMC thrive by buying chocolate. They will also feel like they are helping the environment since the company is environmentally friendly. | OMC was started 7 years ago as a small family farm, and we couldn’t be where we are today without your support. Thank You! | Support our workers and wildlife by placing your order today at: (website URL) |
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**Repurposing script for an additional broadcast or media channel:**

Can use the scene of Mateo holding the cacao pods to make a post on Instagram and Facebook. In the caption of the post, we can put “OMC chocolate is made using fair trade practices, place your order today and help support our workers at (URL).”

The video can be posted to Tik-Tok as is with a link to the URL in the description.

Can use the audio of the ad with scene #2 taken out to be run as a radio ad.