

Commercial Type: Television
Brand: Bodde Cosmetics, Inc.

Video	Audio	Notes/Direction Notes
<p>Camera up on [intertitle]: "We've heard your lawsuits." (centered, fade in) "We've learned, and we've improved." (right below, fade in after)</p> <p>Cut to people individually sitting down in different rooms, setting up for interviews.</p> <p>[Intertitle]: "We're here again, and we want to earn back your trust."</p> <p>Cut to Janna Montebianco (latina, about thirty years old), sitting on a chair; she's dead static, and looks stoned.</p> <p>[Name card graphic at the bottom]: "Janna Montebianco" (top left) "Toll booth officer" (bottom left)</p> <p>Cut to Yolanda Richmond (black, about fifty three years old), sitting on a chair; she looks like a preppy 1950s classic commercial housewife and is sat in a very polite and upright posture.</p> <p>[Name card graphic at the bottom]: "Yolanda Richmond" (top left) "Socialist feminist, housewife" (bottom left)</p>	<p>[light piano music]</p> <p>[generic piano music intensifies]</p> <p>[generic piano music fades a bit]</p> <p>Janna: "At first I was like "nah, this ain't gonna work". But then I was like "shiii-, this stuff works, yo"."</p> <p>Yolanda: "I'd never tried a facial cream, and this one did wonders for me! Before going to bed, I used to just cover my face with my husband's--"</p>	<p>Very half-heartedly, stony tone, voice flailing.</p> <p>Yolanda is serious about this; she truly believed what her husband told her that one time.</p>

Video	Audio	Notes/Direction Notes
Abrupt camera cut to another angle.		Abrupt audio and video editing cut, as if the editor wanted to keep as much possible while avoiding a TV decency strike.
Cut to Ingrid Francine (asian, about one and a half years old), sitting on a high chair.	Yolanda (cont): "-- but this is much better. My skin has never been softer!"	
[Name card graphic at the bottom]: "Ingrid Francine" (top left) "Baby" (bottom left)	Flat-Toned Translation Voiceover: "I first tried this product when my tushy got hurt during poopoo time. But then, I was alright."	This part plays out like when there's a foreign speaker in a documentary; the baby is speaking gibberish, and there is a very flat-toned voiceover to "translate" to English.
[Intertitle]: "You sued. We listened."	Voiceover: "Our products are not only top quality, we're also very inclusive. You could have spent the last minute watching an ad with white blonde skinny women."	
Cut to [intertitle]: "Now we're back," (centered, fade in) "and ready to stay forever." (continuing, fade in after)	Voiceover: "But you didn't. Know why? Because we're not just another company. We're the change you wanna see."	
[End card]: (Bodde logo) "Bodde Cosmetics, Inc." (centered) "The "Inc." stands for <i>Inclusive</i> " (right below)	Voiceover: "Bodde Cosmetics, Inc. The "Inc" stands for <i>Inclusive</i> "	