

Disney Ad Story board

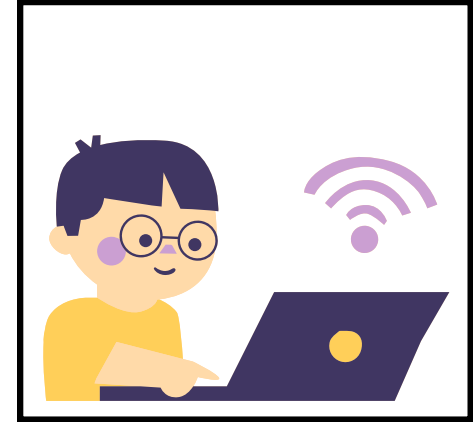
part one



[opening shot] Two kids on the floor turning on the TV and it is the Disney channel, Wizards of Waverly place



Narrator (V.O.): "You've felt the magic of Disney like no other."



[close shot] Kid logging in on the Disney website to play Mickey Mouse video games



Narrator (V.O.): "From timeless tales to inspiring heroes, Disney has been your guiding star."

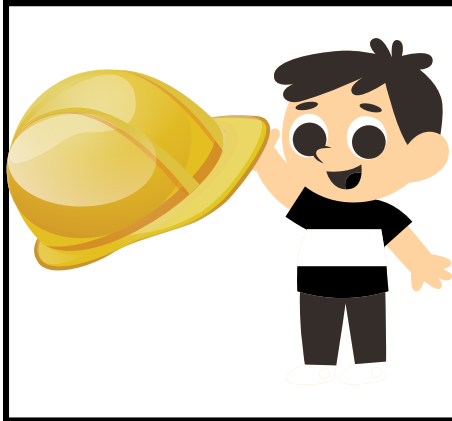


[wide shot] Family holding hands walking into the disney parks in front of the iconic castle"



Narrator (V.O.): "You've redefined what it means to dream big."

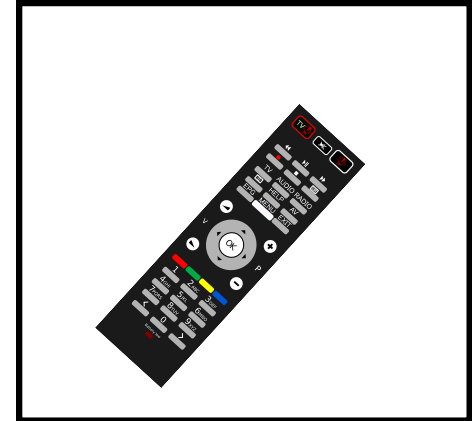
part two



[medium shot] kid dressing up
as a stormtrooper



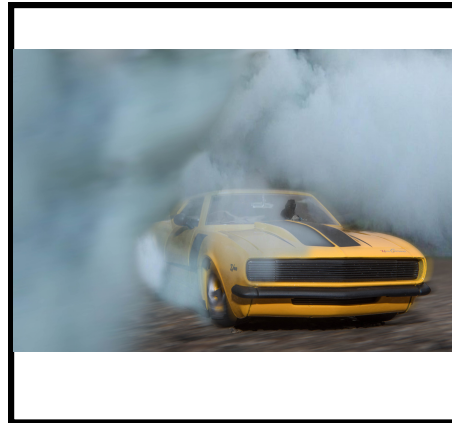
[medium shot] Girl dressing
up as a princess



Narrator (V.O.): "Disney has been
your companion in every
adventure."



[wide shot] Family sitting on
the couch watching a movie on
Disney Plus



Narrator (V.O.): "In a world that
moves faster every day..."



[moving shot of a car driving by and
baby in the back seat driving a toy
Lightning mcqueen}

part three



Narrator (V.O.): "...Disney remains the bond that unites generations."



[panning close shot]
Grandmother pouring milk in a Mickey mouse mug and hands it to their grandson



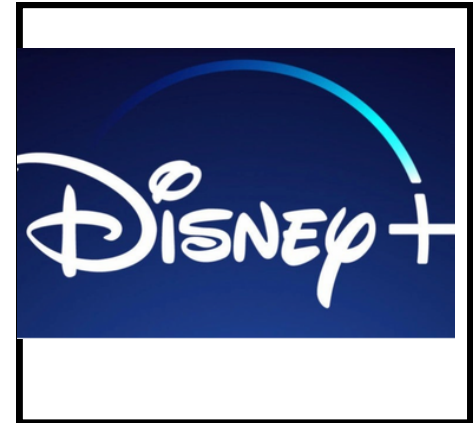
Narrator (V.O.): "It's where grandparents become kids again..."



[medium shot] Grandparents holding hands with a little girl walking around Epcot, grandma is holding a balloon



Variety of shots flashing through modern connection with disney



Voiceover (V.O.): "Join us at Disney and make magical moments that will last a lifetime."