

December 12, 2025

Prof. Isaacson

Client: OLD BAY SEASONING
Length: :30
Name: Joseph Jones
Big Idea: Mother's Circus makes accidents special.

Animal Evolution

MVO: WHO CREATED MOTHER'S PINK AND WHITE CIRCUS ANIMAL COOKIES? HAHA,
LET ME TELL YOU.

SFX: BIG PLANET COLLISION NOISE

(BOOMING VOICE)

MVO: IN THE BEGINNING, ONLY FLOUR EXISTED. THEN CAME THE BIG OVEN AND
THE FIRST ANIMAL COOKIE.

COW: MOO

MVO: BUT THE COOKIE EVOLUTION IS FAR FROM OVER. IN THE DARKNESS AT THE
BOTTOM OF THE BAG, ANIMALS MELD TOGETHER INTO A WHOLE NEW CREATURE.

SFX: MYSTERIOUS ANIMAL CRIES

DISCOVER THEIR PINK AND WHITE SECRETS.

SFX: (CRUNCH CRUNCH GIGGLE GIGGLE)

MVO: MOTHER'S PINK AND WHITE CIRCUS ANIMAL COOKIES. ACCIDENTALLY MORE.