

Joseph Jones (CW)
Pat Doyle

What I Bring

There will be blood. Lots of it. The blush from the first kiss, the boo-boo on the child's knee, the thudding heart of the man waiting in the dark offstage—he's listening for his cue to enter and shine. This is the blood of human experience. I've given the lifeblood of my life to pursuing academic and workplace excellence, spending a semester running the social media platform for America's Freedom Festival and for the past nine months working as a marketing intern for FamilySearch. This has helped me hone my writing skills and given me experience accomplishing real tasks. I want to learn more advertising principles, so I thirst for more, um, blood, in the BYU AdLab. I know that the only blood that really matters is the blood that Jesus Christ bled for us in the Garden of Gethsemane. Because of His human experience, I can have a human experience. His blood makes me who I am, and I'm grateful for that. I will bring blood, along with science and God, into the program with me.

Coins

We were in communion, one of those special ones where the altar boys run around with fire in little swinging braziers. Not that I'd care if the church burned down. Anyway, my mother-in-law was watching the plate come closer, her hand clutched tightly around a dollar bill. For our small farming community, she always paid the most tithes, and always paper money, while the other offerings were usually quarters and dimes, maybe garden produce. When the plate got to her, she leaned as far from the plate as she could before closing her eyes and dropping the bill onto the heap of change. Odd, but normal for her. Judy had just nudged me awake and I had forgotten to put my quarter on the plate, so I reached over my mother-in-law. I didn't feel Judy's hand on my shoulder until too late. Judy's mother thinks that coins are infected with some horrible disease, and if a thousand dollars in coins, the traitor Judas, and I were in a burning house, she'd save Judas. But when she felt me reaching over her shoulder and saw the coin in my hand, she jumped like a Holy Roller. Her knee hit the plate and coins sprayed everywhere, including her open mouth. I feel I should be thanked for stopping her from choking, and she certainly got closer to God that day than any other sermon she's had to sit through, but I'm banned from church and Judy hasn't spoken to me in two weeks. Tell me how to fix this.

-A Perturbed Husband

Bosch

Bosch is a very tech focused appliance company. By showing a medieval setting and introducing Bosche as the magic in the dark ages, people will understand how high tech Bosch is and also see the lighthearted nature of the brand.

BOSCH RADIO AD - 60 SECONDS

Peasant: The rest of the kitchen appliance world is stuck in the dark ages; Bosch wizard, show me some of your magic!

Wizard: Ah yes, this will calm your troubled soul. I call this spell "quiet dishwasher".

Peasant: I don't hear anything.

Wizard: Yes, that's the point. Bosch magic makes your dishwasher more quiet than any other dishwasher.

Peasant: Ooh, show me another.

Wizard: And this spell cleans your dirty peasant garb so it doesn't have to be ironed as often. I call it "Bosch washer and dryer".

Peasant: I want it!

Wizard: And with this spell, you can keep your peasant potatoes fresh for 3x times as long. I call it "Bosch Refrigerator".

Peasant: What if I don't want to keep my peasant potatoes fresh for 3x as long?

Wizard: Then you eat them.

(SFX: Bosch outro music)

Wizard: Get out of the dark ages with Bosch magic.

Tyson Chicken

Tyson is ready to reimagine dinosaurs and reaffirm itself as the apex chicken nugget. Maybe the paleontologists didn't put on as many feathers as they should have when drawing pictures from the fossils. Let's imagine a world where dinosaurs are all just giant birds, including Tyson-asaurus-Rex.

TYSON TV SPOT

INT. TYSON FOOD LABORATORY - DAY

Three scientists huddle over a microscope, one of them young.

WOMAN SCIENTIST

It's possible that we've been under-feathering dinosaur fossils this whole time.

CHILD SCIENTIST

This changes everything.

EXT. JURASSIC PARK ROAD AND OVERTURNED JEEP - NIGHT [RAIN]

The woman scientist waves a flare and the scientists huddle together as a giant T-rex Chicken stomps on the jeep.

CHILD SCIENTIST

It's Tyson-asaurus-Rex!

EXT. JUNGLE - DAY

The scientists look up as a giant four legged swan-brontosaurus passes by. The earth shakes with its footsteps.

CHILD SCIENTIST

And Bronto-sauce-us!

BRONTO-SAUCE-US

Saucccccce

EXT. JUNGLE - DAY

The bushes rustle and duck velociraptors run past the scientist group.

CHILD SCIENTIST

And Veloci-quackers!

WOMAN SCIENTIST

This changes nothing.

Woman Scientist holds up a Tyson-asaurus-Rex dino nugget. Texture of Dino Nugget Shown.

Woman Scientist bites into Tyson nugget and sighs happily.

WOMAN SCIENTIST

Tastes like Tyson.

Why Not Say More with Less?

Found: engagement ring, in empty dumpster

Biographical Poem on J.R.R Tolkien's Life

Two orphans drop sugar lumps on passerby
One half man, the other full woman
They look for the beauty in the world
But mostly find it in each other

Born into religion, botany, and language
Roaming hills and lanes of rural England
Ronald loses both parents by age twelve
He focuses on studies and schoolmates

The war calls Ronald from Edith's side
He separates expecting to die
But returns with trench fever from Mordor
Now Edith's belly swells like a barrow mound

Holidays in Switzerland's mountains
Encounters with the working class
Ronald learns to break ciphers for Britain
While the war claims his closest friends

Professor of English sharing beauty
The world watches in wonder
From dry text comes poetic thunder
A Gandalf, guiding students to new worlds

This is Tolkien, the teller of tales

Home Depot

Home Depot has helped people improve their homes for years. With an adventurous populace desperate for housing, now is the perfect time to encourage tiny houses. A dumpster would certainly save on rent, but only a tiny house can become a home.

HOME DEPOT RADIO AD - 30 SECONDS

Young Male Voice: I've found the perfect solution to the climbing housing prices: I'll live in a dumpster.

Young Female Voice: A minimalist lifestyle, I like it.

Young Male Voice: Living in a dumpster will be way better because it's cheap and easy to transport. It'll be an adventure!

Young Female Voice: Or you could be cheap and adventurous with The new Home Depot Prefabricated Tiny Home. It will give you everything the dumpster would give you, without the trash, and actually feel like home.

(SFX: Home Depot outro music)

Go to homedepot.com to see tiny home prices from 17k to 74k! Home Depot, how doers get more done.

Team Roles

I came up with the idea and the script. Hyrum Ballard did the animation and voice on the following two spec ad tv spots for Home Depot Prefab Houses.

[Because I Like the Society.mp4](#)

[Easy to Clean.mp4](#)