

OPALINE – TV COMMERCIAL (30 SECS)

VIDEO	AUDIO
<p>Interior – an office kitchen. Young WOMAN 1 is peering at her smartphone while young WOMAN 2 and a young MAN are leaning in from each side. WOMAN 1 swipes at the screen.</p>	<p>ALL giggle and laugh.</p>
<p>Close-up to their faces. One by one they start to frown.</p>	<p>WOMAN 1: What’s up with Danny in these pics?</p>
<p>Reverse shot. We are looking at the phone screen. A hand quickly scrolls through 3 more photos. Each is of a smiling group of friends at a party, but one guy in the group only smiles with his mouth closed.</p>	<p>MAN: Why isn’t he smiling properly?</p>
<p>Cut to DANNY eating lunch at his desk. He is trying to bite into a sandwich without revealing his teeth. He raises his eyebrows and tries to smile a little as someone goes by.</p>	<p>NARRATOR: Danny doesn’t know about Opaline whitening toothpaste. At least, not yet.</p>
<p>Animation of tube of Opaline filling the frame as if dropped or slapped down on a sheet of glass in front of us, with the office still in background.</p>	<p>FX: A reverberating explosion.</p> <p>NARRATOR: Don’t let your teeth let you down. Rely on Opaline to re-boot your smile.</p>
<p>Four icons, one for each point said by the NARRATOR, slap down across the frame in time with the Narrator saying them.</p>	<p>FX: Gunshot noise for each phrase/icon.</p> <p>NARRATOR: Opaline...</p> <ul style="list-style-type: none"> - Removes all stains caused by coffee and tobacco - Contains no harsh chemicals, abbrasives or irritants, and so... - Is safe for daily use, and... - Protects teeth from future staining.
<p>Cut to office kitchen again. This time, DANNY is in the middle holding a phone with WOMAN 1, WOMAN 2 and the MAN around him, peering in.</p>	<p>ALL are giggling and laughing.</p>
<p>Close-in shot to their faces. DANNY is smiling with gleaming white teeth.</p>	<p>NARRATOR: Opaline whitens teeth 150% more effectively than other brands, which means Danny is ahead of the game.</p>
<p>Change angle. WOMAN 1 glances up at DANNY, smiling.</p>	<p>WOMAN 1 [lowered voice]: We still on for that drink tonight?</p>
<p>The BDA logo and the words ‘Available at all good chemists’ appear at the foot of the frame.</p>	<p>NARRATOR: Opaline – Set your smile free.</p>