

STAINMASTER:
LiveWell 30-sec Spot:

Shot	Video	Audio
1	<p>MED-WIDE SHOT on child's bedroom. Busy MOM, pregnant, vacuums around TODDLER's bed as he jumps up and down on it. Mom wears an AirPod and talks to GRANDMA.</p> <p>Mom walks off, following vacuum.</p> <p>CUT TO:</p>	<p style="text-align: center;">GRANDMA <i>(through phone)</i></p> <p>So are you all settled into the new home yet?</p> <p style="text-align: center;">MOM</p> <p>Not hardly...</p>
2	<p>MEDIUM PANNING SHOT of Mom still vacuuming while carrying laundry basket through hallway.</p> <p>(All the shots in the following sequence should be seamlessly cut together, so that the conversation is one continuous moment spread over many images)</p>	<p style="text-align: center;">MOM</p> <p>We're just so busy!</p> <p style="text-align: center;"><i><Every time we cut back to Mom, there is the low HUM of the VACUUM></i></p>
3A	<p>MED-WIDE SHOT on Grandma sitting on sofa in living room. She has Mom on speaker phone.</p>	<p style="text-align: center;">GRANDMA</p> <p>It's only gonna get busier, hon!</p>
4	<p>MED-WIDE profile of Mom vacuuming living room. She lays her hand on pregnant belly, thinking.</p> <p>In the b.g., DAD unpacks moving boxes and Toddler runs around.</p>	<p style="text-align: center;">MOM</p> <p>I know...</p>
5	<p>MEDIUM, ¾ angle of Mom spraying hallway mirror and wiping it down. While focused on the mirror, she pushes and pulls a vacuum at her side.</p>	<p>But there's one project we can't wait on...</p>

<p>6A</p> <p>6B</p>	<p>MEDIUM, low-angle, on Mom vacuuming and glaring at carpet.</p> <p>MED-WIDE, over-the-shoulder high-angle on the old, builder-grade carpet.</p>	<p style="text-align: center;">MOM</p> <p>This carpet... needs a serious upgrade!</p>
<p>3A</p>	<p>MED-WIDE on Grandma on couch - in the b.g., GRANDPA pops his head in.</p>	<p style="text-align: center;">GRANDPA</p> <p>Get STAINMASTER LiveWell carpet!</p>
<p>7</p>	<p>MEDIUM on Mom kneeling on floor in Toddler's room – one arm picks up toys and throws them in toy chest; the other arm is <i>still vacuuming</i>.</p>	<p style="text-align: center;">MOM <i>(skeptical, unenthused)</i></p> <p>Yeahhh... I might just see what's on sale.</p>
<p>3B</p>	<p>MEDIUM on Grandma on couch; Grandpa has now walked up and stands behind her.</p>	<p style="text-align: center;">GRANDPA</p> <p>But you don't want to spend all day cleaning it!</p> <p style="text-align: center;">GRANDMA</p> <p>We installed LiveWell – and it's made vacuuming so <i>much easier!</i></p>
<p>8</p>	<p>MED-WIDE nursery room – paint supplies everywhere; Mom and Dad wear paint clothes. Mom swipes a paint brush across wall while simultaneously vacuuming.</p>	<p style="text-align: center;">GRANDMA <i>(through phone)</i></p> <p>Dust and dirt won't cling as much to the carpets...</p>
<p>3C-1</p> <p>3C-2</p>	<p>MEDIUM on Grandma.</p> <p>She looks at the floor and her eyes go huge. She points at the floor—</p> <p>TILT DOWN to reveal <u>muddy shoe prints</u> all on the carpet, tracing Grandpa's steps.</p>	<p style="text-align: center;">GRANDMA</p> <p>Now my cleaning routine's a piece of cake!</p> <p>And you know how messy your father is...</p> <p style="text-align: center;"><i>(silently gasps)</i></p>

<p>9</p>	<p>MEDIUM profile shot on Mom vacuuming the same spot over and over. She slowly cranes her neck downwards and stares at the carpet before her.</p>	<p style="text-align: right;">MOM</p> <p>You're telling me...</p> <p>I can vacuum <i>less</i>?</p>
<p>3D</p>	<p>MED-WIDE on Grandpa about to start vacuuming up all the mess he made. Grandma relaxes on the couch.</p>	<p style="text-align: right;">GRANDPA</p> <p>You got enough to worry about. Get some time back in your day!</p>
<p>10A</p> <p>10B</p>	<p>CLOSE-UP, high-angle, on Mom's expression. Everything else around her seems to stop. She closes her eyes and tilts her head back—</p> <p>CUT TO:</p> <p>WIDE SHOT on Mom sinking into love seat in living room. Dad's on the other side. They both relax and breathe.</p> <p>On the edge of frame, their Toddler mischievously unzips the vacuum bag – <u>heaps of dust and dirt pour out onto the carpet.</u></p>	<p style="text-align: right;">MOM</p> <p>TIME...!?</p> <p style="text-align: center;"><i><the VACUUM POWERS DOWN></i></p> <p style="text-align: right;">MOM</p> <p>Yup. We need to get STAINMASTER LiveWell.</p>