

STAINMASTER:

Master Brand 90-sec Spot:

Shot	Video	Audio
1A	WIDE SHOT of front exterior of house: A young DAD and MOM, pregnant, are with their TODDLER on the front stoop. Mom holds phone as they video call with GRANDMA and GRANDPA.	DAD Okayyy – ready to see our new home?
1B	MED-CLOSE SHOT, over-the-shoulder, on phone screen : Grandma and Grandpa sit together.	GRANDMA We can't wait!
2	WIDE SHOT from inside. The front door opens and family enters the foyer. Bright eyes and smiles. Toddler runs off. Mom points the phone so parents can see.	MOM Ta-daaa! <Grandma & Grandpa "ooo" and "ahh">
3	WIDE SHOT, PANNING across kitchen as Mom walks through it and holds phone up.	MOM See all that counter space!?

<p>4</p>	<p>WIDE SHOT on living room. Mom giddily presents it as she walks through.</p> <p>Dad hangs behind. He begins to notice the carpet...</p>	<p style="text-align: right;">MOM</p> <p>Everything's so open!</p>
<p>5A</p>	<p>MEDIUM SHOT on door from inside nursery room. The door slowly opens and Mom enters, pointing phone screen in front of her—</p> <p>—her eyes immediately go the carpet.</p> <p>Mom's face sinks.</p> <p>Dad creeps into view in the doorway.</p>	<p style="text-align: right;">MOM</p> <p>And heeere's the baby's—</p> <p style="text-align: right;"><i>(her energy drops)</i></p> <p>—room...</p> <p style="text-align: right;"><i>(Silence...)</i></p> <p style="text-align: right;">DAD</p> <p>Um. Honey...? What're we gonna do about this carpet?</p>
<p>5B</p>	<p><Insert possible shot on old, builder-grade carpeting if production allows.></p>	

<p>6A</p>	<p>WIDE SHOT on living room - we slowly DOLLY IN on Mom, Dad and Toddler all huddled together sitting on floor in middle of room. Mom is (comically) crying, wiping her eyes with tissues. Dad rubs her back with one hand, consoling her, and holds the phone out with the other hand.</p>	<p>MOM <i>(sobbing)</i> I j-j-just wanted the c-carpets to be PERFECT!</p> <p>GRANDMA Well... some new flooring <i>would be</i> nice...</p>
<p>6B</p>	<p>CLOSE-UP on phone screen. Grandpa pipes in.</p>	<p>GRANDPA Want my advice? Go with STAINMASTER.</p>
<p>6C</p>	<p>MED-CLOSE on Mom's reaction.</p>	<p>MOM: STAINMASTER...? <i>(blows nose like a horn into tissue)</i> But... will it be soft and cozy for the baby?</p>
<p>6D</p>	<p>MEDIUM, TWO-SHOT of Grandma and Grandpa sitting together on sofa. We're now in their living room as they talk to Mom and Dad on video call.</p>	<p>GRANDMA Well, when <i>you</i> were a baby you loved crawling on it.</p> <p>MOM <i>(perks up)</i> I did?</p> <p>GRANDPA That's right. And it sure saved my neck a few times...</p>

	FLASHBACK:	
7A	MED-WIDE, SLO-MO of YOUNGER GRANDPA holding TODDLER MOM flat in his arms, <u>swinging her around like an airplane</u> .	GRANDPA (V.O.) I remember once we were sitting quietly in the living room. Totally behaving.
7B	MEDIUM alternate angle, in SLO-MO.	
7C	MEDIUM SHOT on Toddler Mom running over to coffee table.	And <i>somehow</i> ...
7D	CLOSE-UP on <u>blue airplane plate of chili</u> . She picks it up...	... a bowl of your mother's chili ...
7E	MEDIUM, SLO-MO of Toddler Mom <u>swinging the blue airplane plate around</u> found its way...
7F	Low-Angle, SLO-MO, on <u>chili splattering upwards</u> .	ALL...
7G	CLOSE-UP, SLO-MO, on Younger Grandpa's shocked expression as his eyes follow the chili downwards.	OVER...
7H	CLOSE-UP, SLO-MO, on the <u>chili splattering on the carpet</u> .	THE CARPET.
7I	MEDIUM, low-angle on doorway; YOUNGER GRANDMA steps into frame. She folds her arms and looks stern.	I thought for sure I was a dead man.
7J	MED-CLOSE, high-angle, on Younger Grandpa's expression - awaiting his doom...	But...
7K	MED-CLOSE, low-angle on Younger Grandma. Her expression loosens and she shrugs with almost a smile.	GRANDMA (V.O.) It's a good thing I chose STAINMASTER carpet.
7L	CLOSE-UP on her hand doing a final wipe on the now <u>clean carpet</u> .	The stains came right out!
	END FLASHBACK	

<p>6E</p>	<p>MEDIUM, TWO-SHOT on Mom and Dad in their living room.</p> <p>Mom likes what she's hearing...</p> <p>Mom nudges Dad with her elbow. For a second he warms up to the idea.</p>	<p>MOM Huh. Well... we <i>would</i> like to get a dog. <i>(off Dad's reaction)</i></p> <p>Eventually...</p> <p>GRANDMA Perfect! Go with STAINMASTER PetProtect.</p> <p>Dog hair won't cling as much to the carpet.</p> <p>GRANDPA And it'll be easier to clean those little... "presents".</p> <p>DAD Yeah, but – once the baby comes, we won't have time to clean all day.</p>
<p>6G</p>	<p>MEDIUM on Grandma in her living room.</p>	<p>GRANDMA You think we wanna spend our whole retirement cleaning?? That's why we upgraded to STAINMASTER LiveWell!</p>
<p>8A</p>	<p>MED-WIDE SHOT on Grandma vacuuming in their living room.</p> <p>Grandpa slides into frame and takes over vacuuming.</p>	<p>GRANDPA (V.O.) Now when your mother vacuums</p> <p>—er, when we <i>both</i> vacuum—</p>
<p>8B</p>	<p>CLOSE-UP of vacuum gliding across carpet, picking up all the dirt and particles.</p>	<p>it's amazing how much dust and dirt gets picked up!</p> <p><<i>We can hear all the particles being sucked up by the vacuum</i>></p>

6H	CLOSE-UP on Dad.	<p style="text-align: right;">DAD</p> <p>So... what should we do, honey?</p>
6I	CLOSE-UP on Mom.	<p style="text-align: right;">MOM</p> <p>I think....</p>
6E	MEDIUM, TWO-SHOT on her panicked look – their eyes dart around the room.	Wait, where's Logan?!
9A	MED-WIDE on their Toddler across the room, entering with his juice cup. He holds it out... a mischievous grin...	
9B	CLOSE-UP on the juice cup being turned over, <u>juice pouring out</u> .	
9C	CLOSE-UP <u>juice splattering on carpet</u> .	
6I	CLOSE-UP on Mom, nodding.	<p style="text-align: right;">MOM</p> <p>We're definitely getting STAINMASTER carpet.</p>