

SPEC COMMERCIAL SCRIPTS AND
PRODUCED COOKING SHOW PILOT INTRO
by Laurie Lamson

Qure Water

Spec commercial ad

Luna Bay Booch

Spec commercial ad

Flavors and Fables with Ranjan Dey

Intro for Indian cooking show pilot produced by Purple Pictures

Client: Qure Water

Product: Alkaline Water

Spec Commercial Ad by Laurie Lamson

Previous ad 2016: <https://youtu.be/CGse5AxGC3g>Intro 2017: https://youtu.be/P_sJM7u7Hek

Sc	Video	Audio
1	<p>INT. Kansas Farmhouse – Dorothy's Bedroom – Day</p> <p>Dorothy wearily sits up in bed.</p> <p>SFX flash on and off: X-ray of Dorothy's skeleton.</p> <p>Toto is next to the bed eagerly wagging his tail.</p>	<p>NARRATOR: Bone weakness.</p> <p>Toto barks at Dorothy.</p>
2	<p>INT. Kansas Farmhouse – Bathroom – Day</p> <p>Dorothy strongly brushes her teeth.</p> <p>She brushes more gently.</p>	<p>DOROTHY: Ow.</p> <p>NARRATOR: Tooth sensitivity.</p>
3	<p>INT. Kansas Farmhouse – Bathroom – Another Day</p> <p>Dorothy is looking chubby.</p> <p>She steps on a scale and grimaces.</p>	<p>NARRATOR: Problems with extra weight.</p>
4	<p>INT. Kansas Farmhouse – Dorothy's Bedroom – Night</p> <p>Dorothy turns over restlessly in her bed.</p>	<p>BACKGROUND OMINOUS MUSIC BEGINS QUIETLY.</p> <p>NARRATOR: Trouble sleeping.</p> <p>Acidic bodies are unhealthy bodies.</p> <p>BACKGROUND OMINOUS MUSIC SWELLS.</p> <p>WICKED WITCH (O.S): Surrender, Dorothy!</p>

Sc	Video	Audio
5	<p>SFX/INT. Dark Space - Night</p> <p>The Wicked Witch with her green face in a dark undefined space (Dorothy's stomach) gleefully contorts her evil green face.</p> <p>PULL BACK to reveal a bunch of Wicked Witches.</p>	<p>WICKED WITCHES: (in unison) Acid! Acid! Ah-ha-ha-ha-ha!</p>
6	<p>EXT. Kansas Farm - Day</p> <p>On the farm, Dorothy holds a bottle of Qure Alkaline Water.</p> <p>Motion Graphics pop out of the bottle as she drinks it: "QURE Alkaline Water"</p>	<p>NARRATOR: Alkaline Water balances your system...</p>
7	<p>SFX/INT. Dark Space - Night</p> <p>Water pours into the dark space onto the witches. They start melting away.</p>	<p>WICKED WITCHES: My beautiful wickedness...!</p>
8	<p>EXT. Kansas Farm - Day</p> <p>Dorothy finishes drinking.</p> <p>She smiles and pets Toto.</p>	<p>DOROTHY: Aaah.</p> <p>NARRATOR: Balance your body for better health and wellbeing.</p>
9	<p>BLANK STUDIO SPACE.</p> <p>Beauty shot of product/s</p> <p>TEXT: some kind of call to action - website, where to buy.</p>	<p>CHEERFUL UPBEAT MUSIC OUTRO.</p>

Client: Luna Bay Booch

Product: Hard Kombucha

Spec Commercial Ad by Laurie Lamson

NY Launch/Ad <https://vimeo.com/462352365>

Sc	Video	Audio
1	<p>EXT. United Nations - Day</p> <p>Beauty shot of United Nations with all the flags and a blue sky in the background.</p> <p>CLOSE UP United Nations logo/sign.</p>	<p>AVRIL LAVIGNE (sings): Imagine all the people...</p>
2	<p>INT. United Nations Meeting Room - Day</p> <p>The United Nations international delegates in session.</p> <p>CLOSE UP: "World Peace Treaty."</p> <p>The international delegates celebrate in their own ways – jump up, cheer, shake hands, perform celebratory dance moves.</p>	<p>AVRIL LAVIGNE (sings): Living life in peace...</p> <p>You may say I'm a dreamer...</p> <p>But I'm not the only one.</p>
3	<p>INT. United Nations – Lounge Room - Day</p> <p>Beauty shots of colorful Luna Bay Booch Ginger Lemon, Palo Santo Blueberry and Hibiscus Lavender being poured into glasses.</p>	<p>Piano and violin instrumental playing "Imagine" continues quietly in the background.</p> <p>NARRATOR: The future of beer...</p>
4	<p>INT. Studio – White Space</p> <p>Motion Graphics pop out of pretty cans of Luna Bay Booch Ginger Lemon, Palo Santo Blueberry and Hibiscus Lavender:</p> <p>"Lower calorie"</p> <p>"Lower sugar"</p> <p>"Gluten-free"</p>	<p>Piano and violin instrumental playing "Imagine" continues quietly in the background.</p> <p>NARRATOR: ... is here.</p>
5	<p>INT. United Nations – Lounge Room - Day</p> <p>The international delegates toast each other with the glasses and enjoy drinking the hard kombucha.</p>	<p>AVRIL LAVIGNE (sings): Ah-ha-</p>
6	<p>LUNA BAY BOOCH LOGO TREATMENT/BUILD</p>	<p>AVRIL LAVIGNE: (sings) -ah-ah-ah...</p> <p>FADE OUT on "Imagine" piano outro.</p>

Flavors and Fables with Ranjan Dey

Intro for Indian cooking show pilot for Purple Pictures

Script by Laurie Lamson with contributions by Chef Ranjan Dey



<p>Host/Concept/Recipe Writer: Ranjan Dey Producer/DP/Co-Director: Jeff Piccinini Scriptwriter/Co-Director: Laurie Lamson</p>		<p>Est. Timing: 23 mins. per episode (stage/field times = 9 mins total.)</p> <p>Kitchen sequences: 12.0 mins. Stage sequences: 4.0 mins. Field sequences: 5.0 mins. Generic Open + Close: 2.0 mins.</p>
SC	VIDEO	AUDIO
1	<p>SERIES OPEN SEQUENCE/MONTAGE:</p> <p>Stills: old-fashioned Map of India.</p> <p>Stills/Stock Footage: photos with faded edges move over the map. (Cityscapes, Taj Mahal.)</p> <p>Graphic Title: "Flavors & Fables of India"</p> <p>Graphic Title: "featuring regional cuisine"</p> <p>INT. Food shots mix with...</p> <p>Stills/Stock: India landscapes and...</p> <p>PAN & SCAN old names on map: "Calcutta", "Delhi", "Agra", "Bombay", "Bengal", "Mughal", "Tandoori", "Goa", "Madras."</p>	<p>Musical intro.</p> <p>Narrator V/O: Mark Twain once called India 'The land of dreams and romance... the one land that all desire to see.'</p> <p>Music.</p> <p>Narrator V/O: "The Flavors & Fables of India" takes you on a gourmet tour to the regional culinary centers of India.</p> <p>This alluring subcontinent has dazzled visitors for centuries with its opulent palaces, stunning natural beauty, diverse cultures and cuisines. Explore this colorful land of spices, legends and maharajas.</p>
2	<p>SERIES OPEN SEQUENCE/MONTAGE (contd):</p> <p>EXT. Restaurant – NIGHT</p> <p>INT. Restaurant - NIGHT</p> <p>CHEF RANJAN greets CUSTOMERS at restaurant.</p> <p>FIELD - DAY. San Francisco from other side of GG bridge (dreamy – half obscured by fog)</p>	<p>Narrator V/O: Your gourmet tour guide is Chef Ranjan Dey, owner of New Delhi Restaurant and New World Spices in San Francisco.</p>

SC	VIDEO	AUDIO
3	<p>INT. Restaurant - NIGHT</p> <p>Busy, with STAFF serving food.</p> <p>CU of Customer opening menu.</p> <p>CU over shoulder inside menu.</p> <p>Chef Ranjan interacts with CUSTOMERS.</p>	<p>Narrator V/O: His experience of over 25 years in the Indian food and spice business ...</p>
4	<p>FIELD. Grocery Store - DAY</p> <p>Ranjan doing a demo in grocery store and/or admiring spices in store.</p>	<p>Narrator V/O: ... is infused with his passion for Indian culture.</p>
5	<p>INT. Restaurant/Kitchen - DAY</p> <p>Chef Ranjan mixing spices, chopping vegetables.</p> <p>Ranjan look up and smile at camera.</p>	<p>Narrator V/O: And now he wants to take you on a journey through the culinary diversity of India.</p>
6	<p>INT. Restaurant/Stage set – DAY</p> <p>Med CU pan over dishes featured on today's program.</p>	<p>CALCUTTA (Pilot) EPISODE OPEN:</p> <p>Indian cooking is a magic solution for people leaning towards a healthy, low-fat menu that offers unique flavors and tastes.</p>
7	<p>INT. Restaurant/Stage set – DAY</p> <p>Pull back to reveal: Ranjan on stage set - speaks to camera.</p> <p>INTERCUT: Still: Indian Kitchen - ie. tandoor oven. Still: Maharanee of Kuch Behar</p>	<p>Chef Ranjan: Indian cuisine may seem mysterious. It is a long journey from the ancient palaces of India to modern kitchens.</p> <p>But there's no reason any cook can't create delicious and tasty Indian-style dishes. In this program, I will demonstrate how simple and easy it is to create meals fit for royalty.</p>
8	<p>MONTAGE: Stills: old-fashioned Map of India, close in on "Calcutta".</p> <p>Stills: photos with faded edges move over the map - local scenes of Bengal/Calcutta (incl. fish & market scenes.)</p> <p>Stills/Stock: Bengal food dishes – steaming rice, dals, desserts, photo of dishes on this program.</p>	<p>Chef Ranjan V/O: Today I'm going to take you on a trip to Calcutta, the center of Bengali Food.</p> <p>The Bengali people are perhaps the greatest food lovers in the Indian subcontinent.</p> <p>A large part of Bengali culture is cooking with creativity and love to prepare leisurely meals of many courses.</p>

SC	VIDEO	AUDIO
9	<p>PAN & SCAN: Still: Map of Calcutta. (more detailed than above)</p> <p>Stills/Stock: Calcutta countryside. Rice growing.</p>	<p>Chef Ranjan V/O: In this ancient tropical delta, rice has been the common staple since pre-aryan times.</p>
10	<p>INT. Restaurant/Stage Set - DAY</p> <p>INTERCUT: Chef Ranjan on set.</p> <p>CU: Steaming rice.</p> <p>CUs: Raw ingredients in bowls.</p>	<p>Chef Ranjan: Indeed, the way to enquire if a person has had a meal is to ask if he or she has taken rice: "Bhat Kheyecho?"</p> <p>But most Bengalis agree that a basic meal also consists of lentils, vegetables and fish.</p>
11	<p>INT. Restaurant/Stage Set – DAY</p> <p>Chef Ranjan on set.</p> <p>CU: Masoor Dal CU: Tomato Chutney CU: Shukto, Fried Eggplant CU: Mustard Fish</p>	<p>Chef Ranjan: Today I'll show you several Bengali dishes that use all these healthy ingredients to make an excellent menu.</p> <p>Chef Ranjan V/O: We'll start with a Lentil Dal and Tomato Chutney, then we'll make famous Bengali mixed vegetables called Shukto, some fried eggplant, and the centerpiece, Mustard Fish.</p>

END EXCERPT