

Product Name: Vlasic Kosher Pickles
"The Better Crunch for Kids"
Length: 30 Seconds
Writer: Jack Lugar Phone: 818-515-2725

VIDEO

MOM SETS TWO PLATES WITH SANDWICHES AND GREASY CHIPS ON TABLE IN FRONT OF A GIRL (9) AND BOY (12).

THE GIRL GOES TO REFRIGERATOR AND RETURNS WITH A JAR OF VLASIC KOSHER DILL SPEARS.

SHE SETS HER SANDWICH NEATLY ON A NAPKIN AND THEN DUMPS HER PLATE OF CHIPS ONTO HER BROTHER'S PLATE.

OPENING THE JAR, SHE SETS A PICKLE SPEAR NEXT TO HER SANDWICH.

THE BROTHER WATCHES WITH ENVY AS SHE BITES INTO THE PICKLE WITH A CRUNCH.

HE REACHES FOR THE JAR AND SHE SLIDES IT FURTHER OUT OF REACH.

CUT TO CARD: 0 FAT 1 CARB
100% CRUNCH

CUT TO PRODUCT SHOT WITH
"THE BETTER CRUNCH"

AUDIO

MOM: Enjoy

ANNOUNCER VO: With no fat and only 1 gram of carbohydrates, Vlasic Pickles are the healthy choice.

SFX: CRUNCH

ANNOUNCER VO: Vlasic Pickles.
It's the better crunch.