

Client: Frito Lay
 Campaign: Snack Elevation
 Duration: :15
 Format: Streaming

Video	Audio
VO: Elevate your snack game CHILDREN: Wooooow!!	INT. KITCHEN A FATHER opens the pantry door for two children, a 10-YEAR-OLD DAUGHTER and a 12-YEAR-OLD SON.
	INT. PANTRY Inside the pantry, the glow of a bustling night market
	INT. KITCHEN Illuminates the father's smiling face and the children's eyes widen with wonder.
VO: Are you a pretzel visionary?	INT. NIGHT MARKET (THE CHOCOLATE PREZEL BOOTH) The son, now a vendor at "The Chocolate Prezel" tosses a bag of Rold Gold pretzels over his head. It ramps down in slow motion at the reveal of the Rold Gold label, before ramping into a fall out of frame.
	With his back to the camera, he turns around holding a tray of chocolate-covered pretzels.
VO: A cookie influencer?	INT. NIGHT MARKET (GRANDMA'S COOKIE SANDWICHES BOOTH) The daughter, now a Grandma's Cookie vendor, minces up grandma cookies with two spatulas, Iron Chef style.
	In a singular motion, she rolls the exposed ice cream side of an assembled <i>Grandama's Cookies</i> ice cream sandwich over the crumbles.
	She holds up the sandwich and takes a bite.
A mackerel mastermind?	INT. NIGHT MARKET (FUNYONS AND FILLETS BOOTH) The father is now a vendor at the "Funyons and Fillets" booth. A bag of Funyons leans against a blender filled with funyons. It whirls into a powder.

	A raw fish fillet falls into a mound of yellow pulverized Funyon crumbs.
	A perfectly fried fillet of fish rises from boiling oil.
Flavors as unlimited as your imagination Upcycle your plate	INT. KITCHEN The family sits at the dinner table forking into pieces of fish. They have the same look of wonder and surprise at the deliciousness of their meal.
FRITO LAY	Frito lay Logo overlay

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Audio	Video
VO: Home is more than four walls	INT. LIVING ROOM A WOMAN rises from her bed as her 6-YEAR-OLD TWINS Run and jump into her bed.
VO: It's for work	INT. HOME OFFICE The woman nods her head during a Zoom call in her office.
VO: It's for worship.	INT. KITCHEN The woman kneels in prayer.
VO: It's for meditation	INT. LIVING ROOM The woman transitions into a yoga pose
VO: It's for meditation	INT. CHILDREN'S ROOM The woman squatting between twins holding a toy.
VO: It's for spa time	INT. BATHROOM The eye-masked woman lies under a blanket of bubbles in her tub, surrounded by candles.
VO: And for prime time	INT. LIVING ROOM The woman and her family cheers at a football game
Your home's four walls contain multitudes	The woman and her family at the kitchen table

	enjoying a meal.
Find the “for” that works for you Target.	Target logo