

TITLE: FRANKY'S MONSTER
MEDIUM/LENGTH: VIDEO/:30
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VISUAL: INT. STAGE – NIGHT

VISUAL: FRANKENSTEIN'S MONSTER groans and moans. He tosses a living room set as the CAST & CREW scream, getting out of his way.

VISUAL: A MALE DIRECTOR (40s) hurriedly tapes a Snickers® brand bar to a boom mic.

DIRECTOR: Eat a Snickers.

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VISUAL: Stretches the mic out to Frankenstein's Monster.

VISUAL: Frankenstein's Monster groans something that sounds like, "Why?!"

DIRECTOR: You get pretty hostile when you're hungry.

VISUAL: Frankenstein's Monster grabs the Snickers bar. Turns away and takes a bite out it.

VISUAL: Everyone sighs in relief.

VISUAL: Someone who looks suspiciously like 4'11" Kristin Chenoweth enjoys her Snickers.

KRISTIN: (to Director) Sorry, Franky. Apologies, everyone.

VISUAL: No reaction from anyone. She turns. The entire Cast & Crew are now other monsters – MUMMIES, OGRES, VAMPIRES, WEREWOLVES, WITCHES, and ZOMBIES. She SCREAMS. They hungrily stalk her.

VISUAL: Kristin runs off stage. Sees a "Break glass in case of emergency" fire alarm.

VISUAL: She grabs an adjacent ax and wields it against a vending machine.

VISUAL: Snickers and other non-descript candy bars pour out.

VISUAL: The Monsters swarm only to the Snickers and tear into them.

VISUAL: Kristin enjoys the rest of her Snickers.

VISUAL: Cast & Crew (now human again) enjoy their Snickers.

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SUPER: You're not you when you're hungry... or hangry or...

SUPER: [Snickers bar] satisfies.

SUPER: Snickers and Mars, Inc. only use ethically grown cocoa.

SUPER: slavefreechocolate.org

SUPER: mars.com #EataSnickers

TITLE: FRANKY'S MONSTER
MEDIUM/LENGTH: PRINT AD

[Photo: Demolished set with debris underneath a Frankenstein's Monster cutout in wall. Kristin Chenoweth grins as she has bitten into a Snickers brand bar torn off a now partially-demolished boom mic – the back of the Snickers wrapper is stuck to the boom mic that a now-relieved Director holds while he's covered in plaster and debris.]

YOU'RE NOT YOU WHEN YOU'RE HUNGRY... OR HANGRY OR...

[Snickers® brand bar] satisfies.

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Note: I took poetic license as Mars, Inc. has not yet committed to slave free chocolate. That is not to say that they use slaves or children to harvest cocoa beans or such. My hope is that they soon will make the commitment and that Hershey's Chocolates, Nestlé's Chocolates, Peter Paul and other chocolate manufacturers will also make that commitment. True, this will translate to an increase in prices, but that's a price I think we can all bear.

As for my favorite chocolate "bar," it's Reese's Peanut Butter Cup – especially the Reese's Easter Eggs, and Christmas Trees. I wrote and dedicate this ad campaign to my son Georgie, whose favorite candy bar is, ummm, Snickers!