

Corporate Video Script

Client:	Sanyo	
Product:	Sanyo Microwave Oven EMV-830	
Title:	"Micro Cooks"	Producer: VPC Communications
<p>Note: This is a 'campy' sitcom send up slightly overdone, creating a light-hearted atmosphere in which to show off the new features of the Sanyo product.</p>		
	<i>V I D E O</i>	<i>A U D I O</i>
1.	MED: INT. Kitchen. MAGGIE is on the phone. Behind her on counter is microwave oven. (only about half in frame)	(Music: light sitcom theme)
2.	Med/Wide: SCOTT enters left unseen by MAGGIE. He looks to her, grins. Picks-up oven...	ANNCR: Meet Maggie Cook, a modern suburban woman, who is making last minute plans for her birthday party tonight.
3.	Scott nods as he carries oven out of frame. Scott enters left, carrying new Sanyo oven in its carton. Places it on counter. He then stands in front, trying to hide it from MAGGIE.	While her husband SCOTT is about to surprise her with a gift... ...that could change her dinner plans . . . if not her entire life.
4.	MED/CU: MAGGIE grimaces as she h/u phone.	MAGGIE: (on phone) Sure, Sis, bring your string bean dip. We'll warm it in the microwave and have a wonderful time.
5.	MED: (two shot) MAGGIE turns around. SCOTT stands away from oven. (still in carton)	SCOTT: (singing) Happy birthday to you, happy birthday to you.
6.		MAGGIE: What's that? SCOTT: It's bigger than a bread box, smaller than a Miata... MAGGIE: It says "Sanyo Microwave Oven" right on the box. But... SCOTT: You were always good at guessing things.
7.	MED C/U: MAGGIE	MAGGIE: You shouldn't have...
8.	MED C/U: SCOTT	SCOTT: You're worth it.

<p>9. MED C/U:</p>	<p>MAGGIE: But there was nothing wrong with the old one. SCOTT: Wait till you see what this Sanyo will do.</p>
<p>10. MED: (two shot) SCOTT folds his arms around MAGGIE from behind</p>	<p>I've prepared one of my special birthday dinners just for you.</p>
<p>11. C/U: MAGGIE reacts with terror. (freeze)</p>	<p>Music: Comedy terror stinger to... Music: Sitcom theme.</p>
<p>12. CUT: Open montage: Quick cut cameos featuring our two lead players - SCOTT and MAGGIE and the Sanyo EMV-830</p>	<p>Annrcr: "The Cooks", brought to you by Sanyo - and the new Sanyo EMV-830 full size super-high power oven.</p>
<p>13. EXT: The Cooks suburban home. Title: You Shouldn't Have</p>	<p>(Music: Bridge)</p>
<p>14. Diss: to kitchen. Cooks are hovering over new oven</p>	<p>MAGGIE: It isn't bad enough that my boss is dating my sister, and they're both going to be here. You're going to make dinner with a microwave oven you've never used be...</p>
<p>15. MED C/U: SCOTT lifts carton from oven. C/U: MAGGIE reacts with interest</p>	<p>...fore. (interrupting herself) Wow. What's that?</p>
<p>16. C/U: Control panel Med: MAGGIE fingers the control panel, inspecting the oven</p>	<p>ANNCR: MAGGIE is discovering the wonder of the new Sanyo EMV-830 super high-power microwave. With a control panel that allows anyone who can push a button to cook a meal.</p>
<p>17. MED: Two shot</p>	<p>SCOTT: These buttons shouldn't interest you, they're just for gourmet chefs like me.</p>
<p>18. C/U: Front panel "Direct Access"</p>	<p>MAGGIE: You push them to boil water?</p>
<p>19.</p>	<p>SCOTT: They call it "Direct Access Programming" MAGGIE: This hooks-up the cable TV? SCOTT: MAGGIE, let's get serious, I have dinner to get into the oven. MAGGIE: What did you make?</p>

20. They look to each other.	BOTH: (together) Tuna Casserole Ole'
21. Cut to C/U: Cat on floor	(SFX: Meow)
22. Med C/U: MAGGIE and SCOTT look to the floor C/U: Cat (view from above) scurrying away.	SCOTT: Everybody loves it.
23. Fade to black	(Music: Queue)
24. Fade in: (art) Sanyo oven in space. A core of red glows at its center.	AnnCR: The Sanyo EMV-830 High-Power microwave not only gives you 1000 watt QuickPower cooking ...
25. View rotates to oven front Control panel. Each button is highlighted one at a time rotating around the "start" button. Display Display Display Display Display "Start" button is illuminated. We move	... it makes it convenient, with a revolutionary new control panel. Now you don't have to cook by the numbers, you can cook by... the 'words'. "Frozen Dinners" No more frosty fingers trying to read instructions on the back of a box of frozen Broccoli. "Frozen Entrees" Touch the button "Frozen Vegetables" Touch the button "Casserole" SCOTT, are you watching? "Plate of Food" No wondering. "Beverage" Just "touching." Sanyo. So simple, even

	into it.	SCOTT can do it.
26.	Fade to black	(SFX: Whoosh)
27.	Fade in: Kitchen.	(Music: Bridge)
28.	C/U: SCOTT's finger poised, ready to touch the "casserole" button. He touches control	SCOTT: Ready?
29.	MED: Two shot	MAGGIE: Are you sure it's a casserole?
30.		SCOTT: That's what the recipe says.
31.	Med C/U: SCOTT turns on oven.	SCOTT: So what do you think?
32.	Med C/U: SCOTT looks into oven.	MAGGIE: Think? With this, who has to think?
33.		SCOTT: And look, it has a much brighter oven light...perfect for midnight snacking.
34.	MAGGIE looks in	MAGGIE: You sure you want to look?
35.	SCOTT turns and opens refrigerator, takes out package.	SCOTT: So you can actually tell a casserole... from a pair of jogging shoes.
36.		MAGGIE: So, what are we having with your jogging shoes?
37.		SCOTT: You're going to eat those words. I thought I'd do a Broccoli Ala Whiz.
38.	Fade to black	MAGGIE: That melted cheese thing. Does Sanyo have a button for that?
39.	Fade in: (art) Sanyo oven front panel. Transparent image allows view "through" oven.	SCOTT: The French model might.
40.	Buttons flash	(Music: Sanyo theme)
41.	Red core glows Display	ANNCR: The Sanyo EMV-830 microwave, gives you the convenience of Direct Access Programming, so you don't have to guess cooking lengths for everyday cooking. It gives you the lightning speed of 1000 watts of power, leaving other microwaves in the cold. Features like "hold warm", which will keep food warm for 90 minutes without further

	cooking.
42. A magnified fluorescent display...	Even Broccoli Ala Whiz.
43. Oven window lights-up	A Krypton bulb makes an extra bright oven light.
44. We move into white oven.	The Sanyo EMV-830 is the microwave of the future. The microwave that could save SCOTT's casserole.
45. Fade to black	(SFX: Whoosh)
46. Fade in: MED Wide: Dining area. (Kitchen in background)	(Music: Bridge)
47. MAGGIE is lighting candles on table. SCOTT's back is to us.	SCOTT: MAGGIE should I use that "hold warm" button? MAGGIE: Don't bother, my sister is never late.
48. (SFX: Door bell) MED C/U: SCOTT grins and looks to camera. (SFX: Door opens)	
49. MAGGIE is handed flower arrangement and gift-wrapped box (camera still looking back towards kitchen area) She reads note. SCOTT in background	MAGGIE: What's this?
50.	MAGGIE: "Roses are red, Violets are blue. I told your sister, you just came down with the flu Happy birthday, Love SCOTT"
51. MED C/U: SCOTT holds a rented video	(SFX: Microwave beeps) SCOTT: So, some dinner and then a movie... and then ...
52. C/U: SCOTT shows bag of microwave popcorn	MAGGIE: And then... SCOTT: Some popcorn! MAGGIE: Don't tell me. SCOTT: Sanyo's got a button for it.
53. MED: Couple embraces	MAGGIE: How about a little "hold warm" first? SFX: (Audience) Awww. (then applause)

54. Title: Super: SANYO logo
Closing montage: A reprise of scenes.
"Credits" roll:

MAGGIE Cook - Mary Smith
SCOTT Cook - Roger Johnson
Sanyo EMV-830 Sanyo EMV-830

"We would like to thank the
"Casserole" button for cooking the
Tuna Casserole Ole' to perfection."

55.
Title: "A Sanyo Microwave Production"

MUSIC: Theme

MAGGIE/SCOTT: "Stick a fork in us, we're
done"

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