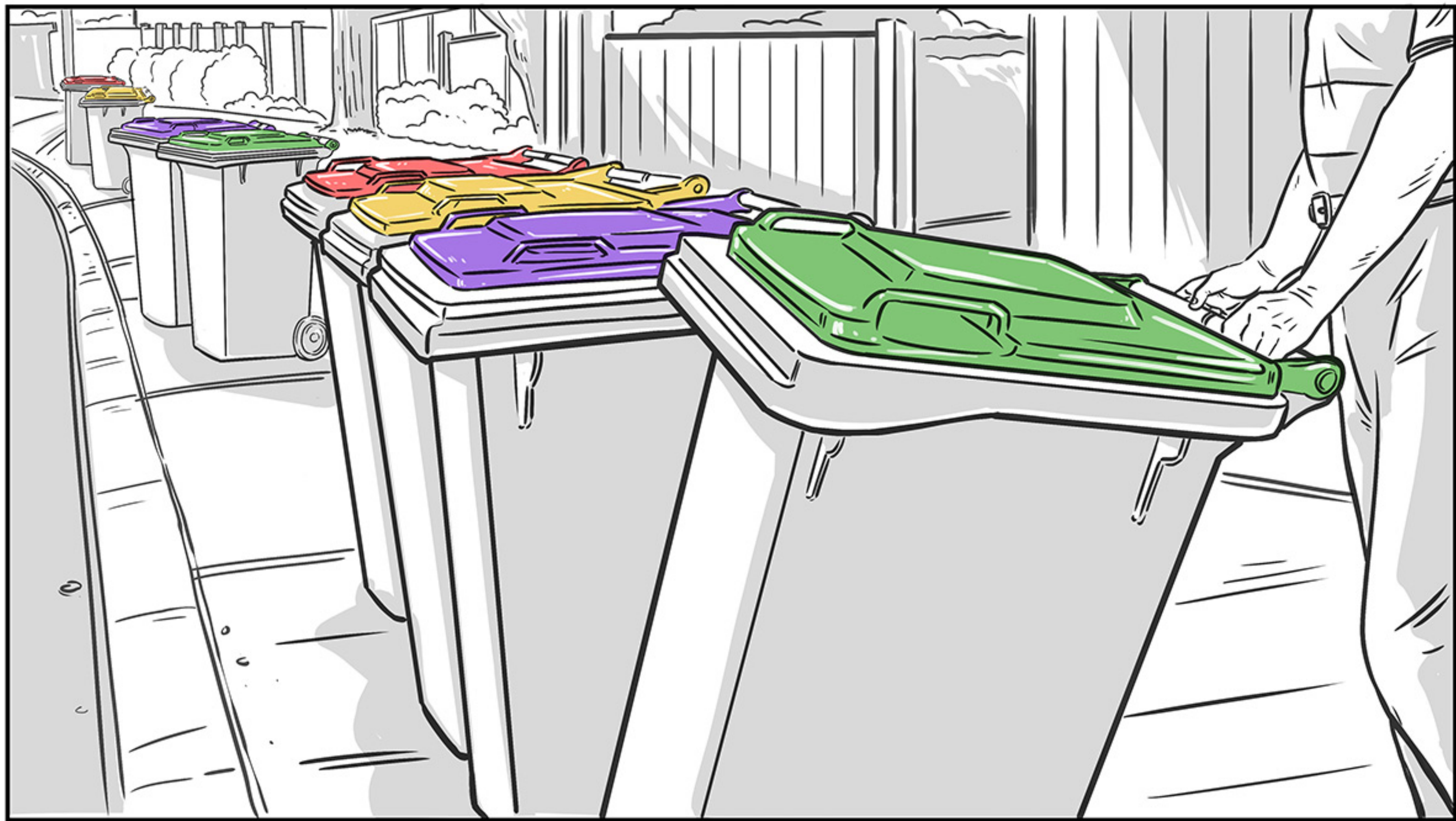


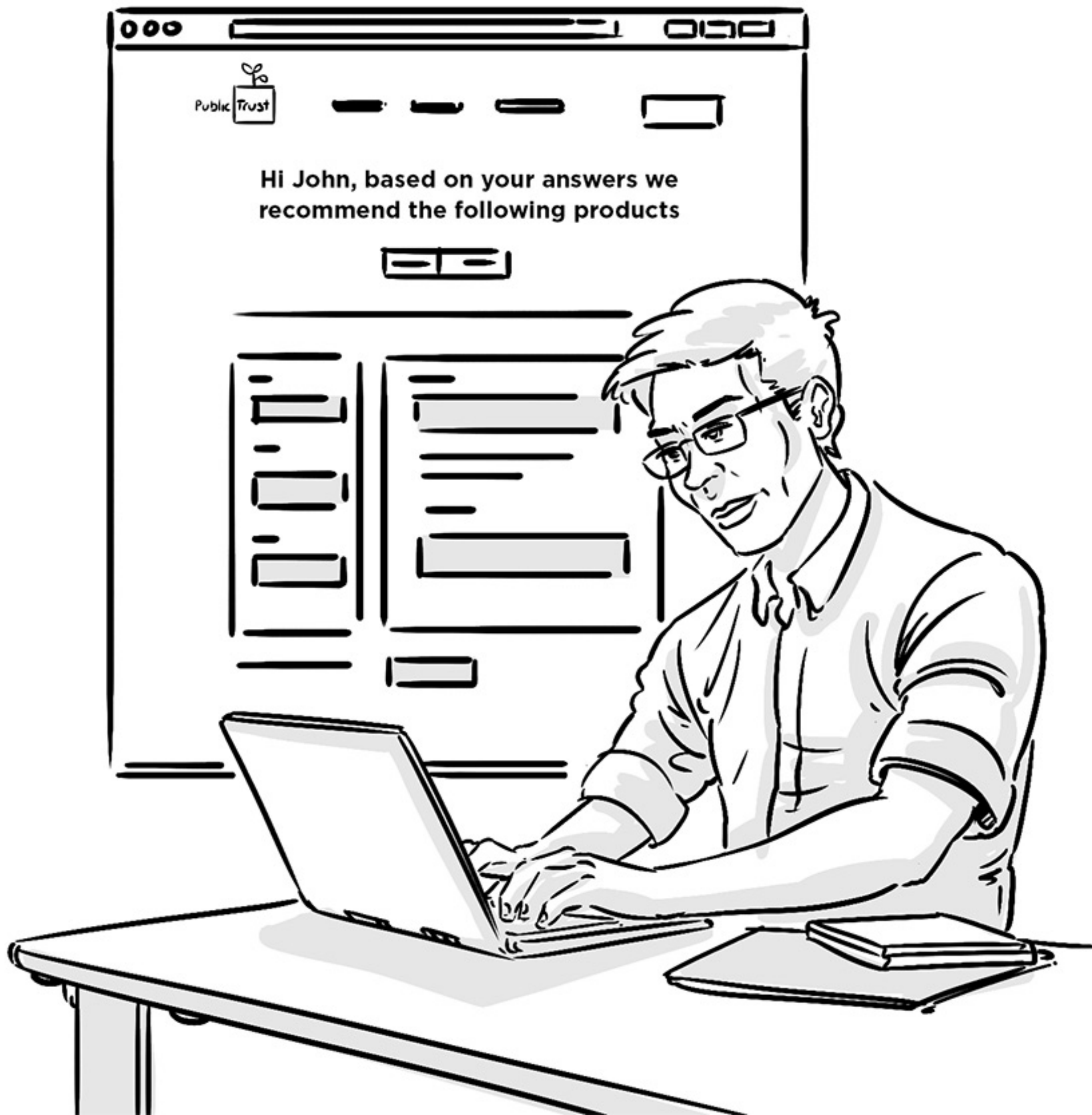


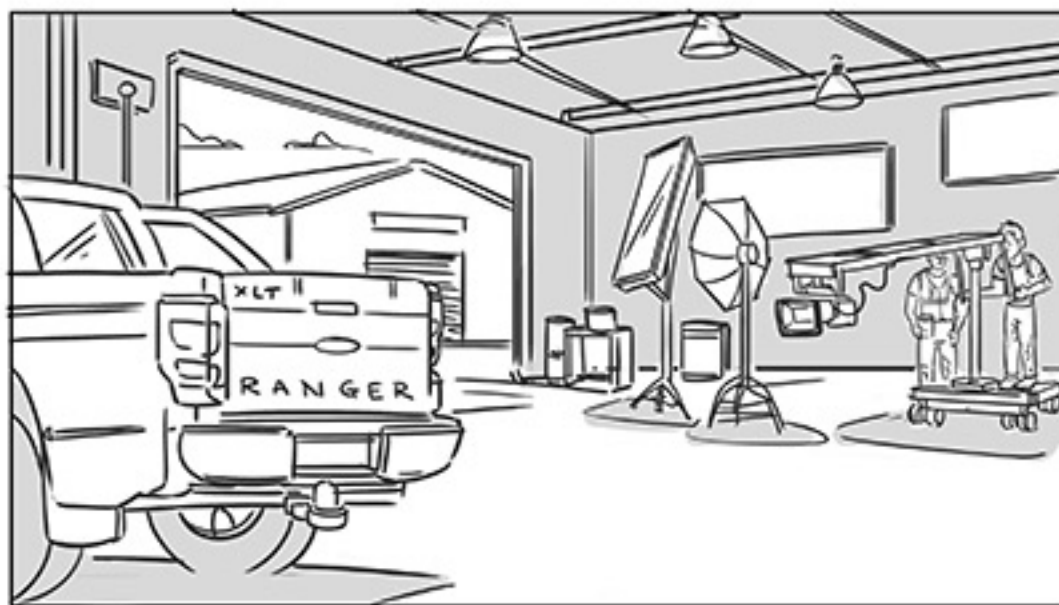
SASHA FOWLER











We open on the inside of a film studio where we see people setting up a Ford TVC shoot. The camera pans to show a Ford Transit pulling up to the studio entrance. The three players step out.



We cut to a tighter shot. The director warmly welcomes the players, shaking their hands, while a production runner hands out various production items; a tripod, an SLR camera, a pair of gaffer gloves and a tool belt. The players look confused.



We see the director lead the players into the studio, as she does, she says over her shoulder: 'so your role's a bit different this year...'

VO: The Ford 2021 deals are so good, they sell themselves...



We cut to a wide inside a busy film studio. The new Ranger XLT sits in the middle against a white background. There is a lot of movement around the car with various production staff carrying out different jobs.

VO: Like the Ranger XLT 2WD,

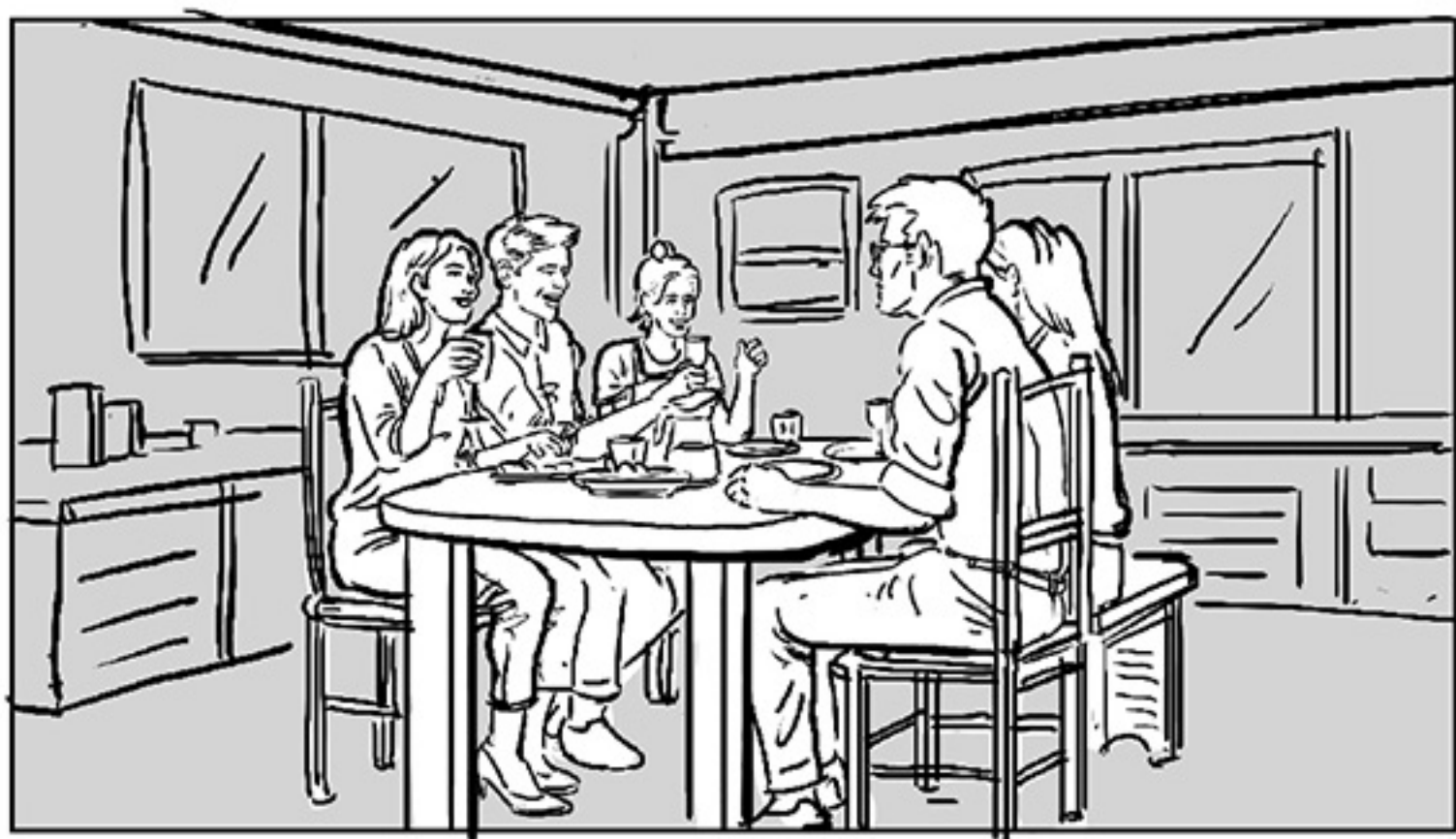


We cut to a tight shot of Player 1 polishing an Alloy Wheel.

VO: with 17" Alloy Wheels,







**Kiwi
bank.**







Cadbury



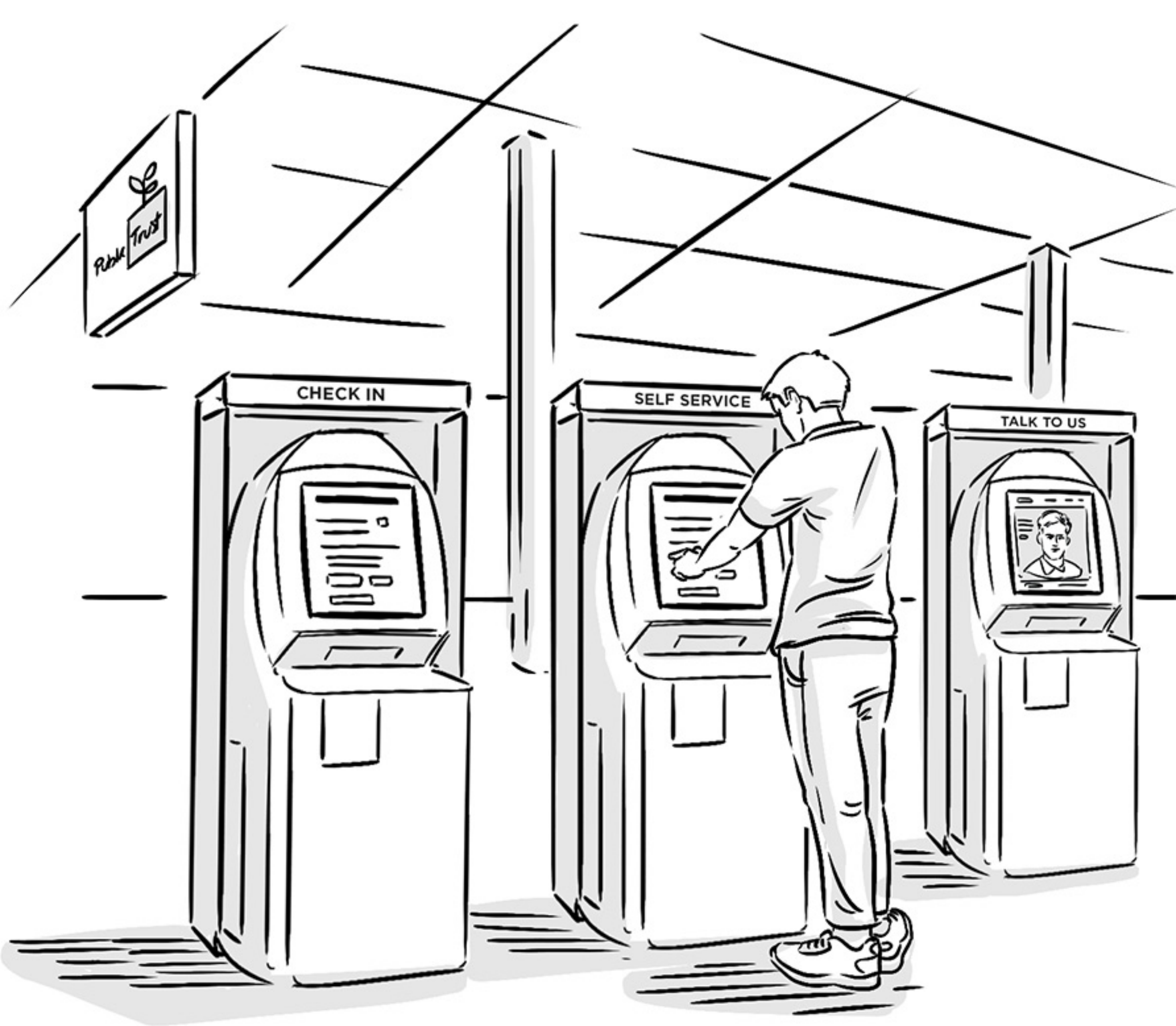
TASTE THE GOLD

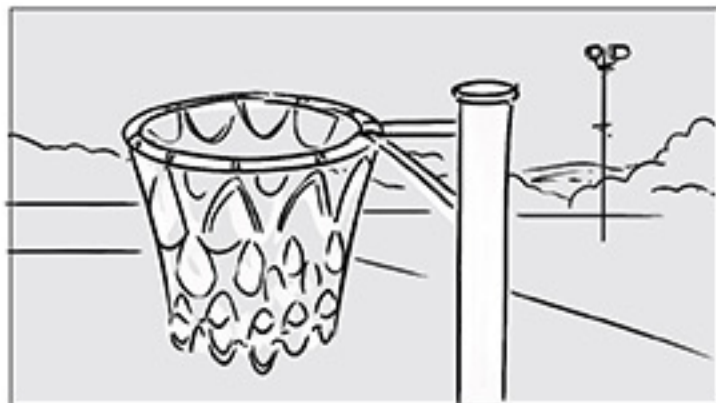
TAKE A BITE, TAKE A SNAP TO ENTER.

6x \$1000

TO BE WON EVERY DAY.

Go to tastethegold.co.nz for details.
Promo ends 30th August, 2020

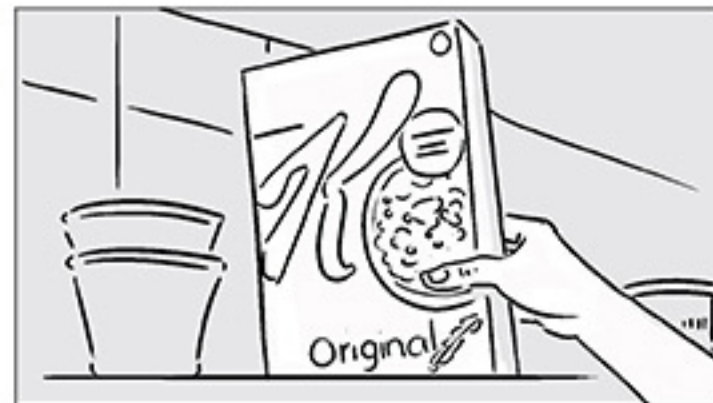




Early morning, New Zealand. Just pre-dawn.
Open on an outdoor netball goalpost. We rise up to the circle of the hoop.



Transition to a circular bowl being taken from a kitchen shelf.



And a SPECIAL K pack taken from the pantry.
CU on the SPECIAL K pack.

Rise with us. Rise early.



AMELIARANNE now eats a bowl of Special K at the breakfast table. Her son OCEAN sits in his high chair beside her.



They high five. Cute. And we cut to:



A darkened gym. It's still early as KARIN and KATRINA tackle their chosen exercise machines:

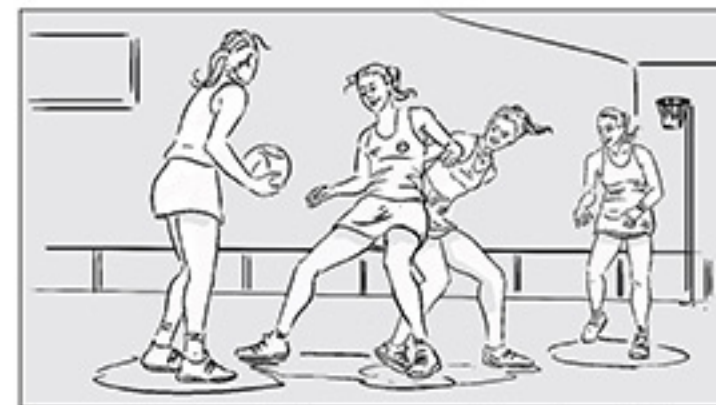
Rise to the challenge.



Cut to MAIA spotting AMELIARANNE on the weights.

Rise above expectations. Raise the bar.

CU on AMELIARANNE's face as she pushes through the pain barrier, focused and determined.



Stay on AMELIARANNE's face as we transition to the netball court. All 4 PLAYERS are now passing the ball around in a competitive training session.



Rise together, as one.

Cut to our 4 PLAYERS now in a circular huddle, led by AMELIARANNE. Their hands rise from the huddle.



Cut to grains ingredients shot.

Rise with protein for muscle...



Cut to netball action shots on court with our PLAYERS.
Strength, a clash.



Transition to cereal and milk product 'clash' shot
....iron for energy.



Cut back to on court. KATRINA defends against AMELIARANNE on attack. MAIA and KARIN also in shot, possibly a 2 v 2 practice game scenario.



AMELIARANNE winds up to shoot. As KARIN goes to block, her body shape makes the 'K' of Special K.

Rise above, and keep rising.

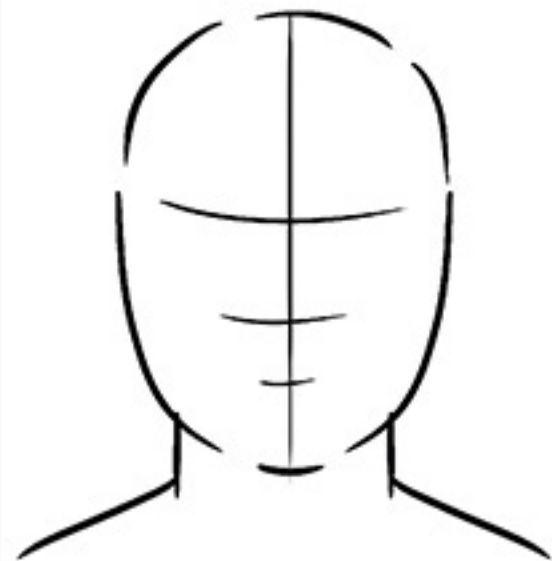


We then transition to the K on the packshot in our endframe:



Packshot plus Silver Ferns logo.
Special K. Powering you.

TAKE A BITE
OF YOUR BAR



FIT INSIDE THIS SPACE



YOU'VE WON....



GOLD



GOLD

CONGRATULATIONS

YOU WON 50 ENTRIES INTO
TODAY'S COMPETITION.

FILL IN YOUR DETAILS



