

Gerber: Puffs “Feed Your Little Monster”



Woman

Man

Couple

Video/visual	Audio
WS, dark bedroom, woman sits straight up in bed	Eerie music begins (quieter in the background)
Zooms to MCU, eye level from shoulders up	WOMAN whispering/shaky: They scream in the night. Sometimes at all hours.
Cuts to, MCU, man peeks around corner, ducks behind as something red flies past	MAN hushed tone: They destroy your home. Terrorizing you most days
Cuts to, MS, couple sitting/ hiding in a closet	PARENT exasperated/ overwhelmed: When you don't give them what they want, they throw things, they wail. There's only one way to handle them.
MS of couple crawling out of the closet looking around	Pop goes the weasel fades in
MS from behind couple following while they walk down long hallway turning into the kitchen	Music continues
DOLLY MS moving around the corner past the couple	
ZOOM in to CU on tv screen across room, playing unsettling cartoon	
ZOOM out to MS, tv screen, baby's toys scattered around, small baby/toddler whips head around to look at camera	On they lyric "Pop! Goes the weasel!"
Cuts to MS, parents holding on to each other flinching	
Cuts back to child staring unwavering, tv goes to fuzz	SFX: tv static
Cuts back to parents, the father runs to the cabinet	SFX: normal cabinet opening sounds
ZOOM in ECU on father reaching into cabinet pulling out Gerber Puffs with large amounts of Puff containers	Children's music plays lightly

ZOOM out MS of father opening up the container	
PANS over MS to baby suddenly happy and cheery, tottering towards parents	SFX: Baby cooing sounds
MS Parents holding each other happily gazing on	
MS of baby in a highchair shoving the last two Puffs into its mouth searching around, looking up with intense stare	SFX: scary dun dun
Pans back to parents who flinch then grab container of puffs	Children music continues
Flash to WS of parents in kitchen tossing puffs towards baby	
Zooms in CU on baby's face with Gerber Logo scrolled on the bottom stating "Feed your little monster"	VO: "Feed your little monster"