

ADVERTISER: Gerber Company

TITLE: What to Wear?

AGENCY: BDim Creative

FORMAT: Slice of Life

PRODUCT: Cheeks Disposable Diapers

LENGTH: 30 seconds

Video

Audio

1. MSL OF THE MOTHER OPENING UP THE CLOSET AND LOOKING AT HER LITTLE GIRL.
2. TIGHT MCU OF MOTHER PULLING OUT A PINK POLKA DIAPER ON THE HANGER SHOWING HER.
3. EUC OF EMMA SHAKING HER HEAD IN ANSWERING NO TO MOTHER.
4. LOOSE MU MOTHER PUTTING BACK PINK POLKA AND PULLING OUT ANOTHER DIAPER THIS ONE PLAID.
5. EUC OF EMMA SHAKING HER HEAD ANSWERING NO AGAIN
6. LS OF MOTHER PULLING OUT A DIAPER COUNTRY DUCK DIAPER AND EMMA GIGGLING AND CLAPPING HER IN HANDS SAYING YES.
7. ELS OF MOTHER AND EMMA SMILING AND GIGGLING TOGETHER.
8. SHOT OF CHEEKS DIAPERS PACKET

1. Sound: Creaking of the opening closet  
Mother: What are you going to wear today Emma?
2. Mother: Pink Polka Dots? (Asking voice)
4. Mother: How about plaid, Emma?
6. Mother: What about ducks?  
Emma (giggling) clapping hands
7. Mother: (laughing) She loves her ducks
8. Mother (testimonial): Cheek's new hybrid diapers let Emma express herself in a fashion she is comfortable with. With new fiber-absorbent technology, Cheek's keeps Emma dry, comfortable and very stylish.