



PrePro Book "Time Out" Clorox

Shoot Date: March 19th, 2020

Location: 26620 Thackery Ln.

Stevenson Ranch, CA 91381



SCRIPT

INT. AMANDA'S HOUSE - DAY

Jackie, Beth, Amanda, and Carrie (30's), dressed in tasteful beachwear, lay on inflated pool floats on the floor in front of a large plasma television in an open-space layout that exposes the kitchen, living room, and dining area. Tropical music plays in the background. Glasses of pineapple smoothies rest next to them, and a screensaver of a beach is displayed on the large Plasma TV. We see a few toys indicating children live there. On each side of the women are two tall floor lamps - emulating the sun. A blender, a tray of guac and chips, some veggies, dip, and cookies are spread out on the kitchen table. The New Clorox @Scentiva @Tahitian Grapefruit Splash™ Wipes and spray bottle rest on the kitchen counter next to the sink. The exhausted moms are finally getting to relax in peace. Carrie remains in a deep sleep.

BETH

Ahh no kids, no emails, no-

AMANDA

-Mother in laws.

CARRIE

Snores

Beth and Amanda laugh as Jackie gets up to head towards the kitchen.

JACKIE

So we can't just pick up and run
off to a tropical paradise like we
did before we had kids.

The women collectively let out a reminiscent sigh.

BETH

But we **can** transform our home into
a paradise.

JACKIE

Speaking of paradise...Refills?

Beth and Amanda pop up out of their pool floats to head towards the kitchen.

As Jackie fills the glasses some spill on the counter. Amanda quickly reaches for the New Clorox @Scentiva @Tahitian Grapefruit Splash™ Wipes.

AMANDA

Might wanna take it easy on these
mocktails, girl. Those pineapples
are pretty potent.

SCRIPT

2.

Jackie laughs.

JACKIE
You know I love to indulge...

Amanda wipes the table. The women get a whiff and are captivated by the smell.

JACKIE (CONT'D)
Hello crisp, energizing scent!

Jackie takes the wipes from Amanda.

AMANDA
Right?!? It's Clorox Scentiva
Disinfecting Wipes' new scent,
Tahitian Grapefruit Splash.

Beth takes the canister from off the table.

BETH
AND they kill 99% of germs? What!?

CARRIE
Snores

(Product disclaimer: For surfaces that may come into contact with food, a potable water rinse is required.)

Amanda puts her sunglasses on picks up her glass and heads back to her floaty. Beth does the same.

AMANDA
Yes girl, Scentiva does it all.
Now, I'm heading back to the beach.
Who's with me?

Carrie raises her hand from her floaty-eyes still closed.

Jackie intentionally spills a drop of her smoothie on the kitchen counter to relish the scent. No one sees. She takes a Scentiva TGS wipe and cleans the counter, delighted by the scent.

Fade to beauty shot/END CARD VO: BROUGHT TO YOU BY CLOROX
SCENTIVA, INDULGE YOUR HOME.

+USE AS DIRECTED

STORYBOARDS



BETH: Ahh no kids, no emails, no -



AMANDA: Mother-in-laws.



JACKIE: So we can't just pick up and run off to a tropical paradise...

STORYBOARDS



JACKIE: ...like we did before we had kids -



BETH: But we *can* transform our home into a paradise.



JACKIE: Speaking of paradise...Refills?



STORYBOARDS



AMANDA: Might wanna take it easy on these mock-tails, girl. Those pineapples are pretty potent.



JACKIE: You know I love to indulge...



JACKIE: Hello crisp, energizing scent!



AMANDA: Right?!? It's Clorox Scentiva Disinfecting Wipes' new scent, Tahitian Grapefruit Splash.



BETH: AND they kill 99% of germs? What!?

STORYBOARDS

18

zzzzzz



19



20



AMANDA: Yea girl, Scentiva does it all. Now, I'm heading back to the beach. Who's with me?

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VO: Brought to you by Clorox Scentiva, Indulge Your Home.

TALENT

ELIZABETH PAN (Beth)



JEANNIE COLE (Jackie)



CAROLYN NEFF (Amanda)



SARAH BRODY (Carrie)



WARDROBE REFERENCES*

BETH



JACKIE



AMANDA



CARRIE



*wardrobe will not be identical but will resemble these looks
*talent will be wearing tasteful beachwear with sarongs or cover ups

PRODUCT



ART REFERENCES*

Props that will be added to the home/set. Elements to create a tropical paradise, while also including items that show they are Moms.



*some props will not be identical but will be similar
*all brand names will be covered

ART REFERENCES*



*some props will not be identical but will be similar
*all brand names will be covered

LOCATION

STEVENSON RANCH



SCHEDULE

Fri, 12.20 – Route Concept to Clorox

Mon, 2.3 – Concept Approval Due by Clorox

Wed, 2.19 – Route Script to Clorox

Wed, 2.26 – Clorox Script Feedback Due

Mon, 3.2 – Route Revised Script to Clorox

Fri, 3.6 – Script Approval Due from Clorox

Mon, 3.9 – Fri, 3.13 – Prepro

Thurs, 3.19 – Shoot: 26620 Thackery Ln. Stevenson Ranch, CA 91381

Mon, 3.23 – Thurs, 3.26 – Post Production

Mon, 3.30 – Route Cut to Clorox

Fri, 4.3 – Script Feedback Due from Clorox

Tues, 4.7 – Route Final Cut to Clorox

Mon, 4.13 – Final Cut Approval Due from Clorox

Tues, 4.14 -Thurs, 4.16 – Finish Color/Mix/VO

Fri, 4.17 – Deliver to NOC

Mon, 4.20 – Launch on TVL