

Litter-Robot

So your cat pooped | 60s spot

—

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ON SCREEN

K110 - OPENING

Lavish Room completely decked out and fancy as F' (Kizzy on a chaise lounge in an outrageous dress). Lounges gloriously and stares at the camera. There are cats everywhere. She's about to eat something brown.

Cast Note: Kizzy Only.

ALT - **Lavish Room**: we start close up on a cat and dolly out, revealing the room.

Cast Note: Kizzy Only.

ALT - Kizzy is squatting in a **Sandbox** in the middle of a living room (or in the corner). We zoom out and show that several people are watching.

Cast Note: All Extras

K120 - PROBLEM

Cat Room (Before): Someone in a hazmat suit is attempting to scoop a defiled litter box.

Cast Note: Dajanae, Kizzy (and version w/o Kizzy)

ALT: Attempting to scoop a defiled litter box. (No Hazmat).

(**Transition Note** - camera stays in place and we use Kizzy to wipe the screen to the same shot, but everything in the room looks different. The room was dingy with a litter box [**Cat Room (Before)**], and now it's glorious with a LR4

[**Cat Room (After)**])

ALT:

Cat Room (Before):

(Montage of visualizing the whole chore) - Extra #1

- Getting a trash bag
- Scooping the litter
- Coughing at dust as scooping
- Person cringing at smell and being close to the poop
- Litter spilling on the floor
- Sweeping the area
- Taking the trash out (the bag breaks - litter everywhere)
- Cleaning up that mess

Cast Note: Dajanae

DIALOGUE

Kizzy: So, your cat pooped. Now what?

Kizzy: If you have an ordinary litter box, you're stuck with the chore of scooping and cleaning up whatever mess they left behind.

Until now...

K130 - SOLUTION

Cat Room (After): A beautiful shot of the LR4, or maybe even a collection of shots.

Kizzy: Meet Litter-Robot - the self cleaning, automatic litter box for cats.

It eliminates the burden of scooping and leaves your cat with a clean bed of litter every time.

K140 - NO MORE SCOOPING

Kizzy is in the **Lavish Room**, petting a cat.

Cut to a person in a boring scoop room [**Cat Room (Before)**]. She looks up in surprise. (quick dolly push in)

Cast Note: Dajanae

Kizzy: With Litter-Robot, your days of scooping are over.

Person in the **Living Room (downstairs)** is:

Vacuuming

Folding clothes (removes a cat)

On the phone

Wren running around chasing a cat

Holding a cat

Brushing teeth

Cast Note: Priya & Wren

Kizzy: Too many chores? Litter-Robot.

Person is packing in a **Bedroom**. A cat gets in the suitcase.

Cast Note: Randa

Kizzy: Going on a trip? Litter-Robot.

It's night. Person laying on the **Sofa**, Kizzy pops in. Kizzy aims remote at the screen, **Cuts To:** Dr. Lee.

Cast Note: Hannah

Kizzy: Too cozy to pull yourself off the sofa? Litter-Robot.

HEALTHIER FOR YOUR CAT

Veterinarian Dr. Lee appears (already filmed).

Dr. Lee: Litter boxes that aren't regularly cleaned can contain a buildup of urine and feces, resulting in harsh ammonia fumes that you and your cat shouldn't be breathing. Having a LR eliminates the only 2 down sides of owning a cat - having to scoop and having cat smell lingering in your house.

K150 - MULTI CAT HOME

Kizzy is in the **Cat Room (After)** playing with several cats and talking to them. There is a beautiful LR4 behind her. There's a cat in it.

Kizzy: Do you have a compulsive desire to keep every stray you find? Good for you! Litter-Robot was engineered for multi-cat homes.

K160 - CIRCLE BACK

Kizzy: You're probably thinking: I do have a cat.

Kizzy in the **Lavish Room**.

Kizzy is building a sandcastle in the **Sandbox** in the middle of a living room. She finds a gross, brown clump and moves it to the side.

Cast Note: All extras

ALT: Kizzy sitting next to a cat in a dirty litter box. (TBD location).

Kizzy with the person in the hazmat suit with a litter box. **Cat Room (Before)**

Cast Note: Dajanae

Kizzy is back in the **Living Room** with the person who has the pile of clothes, vacuuming. Nodding vigorously.

Cast Note: Priya

It *does* poop in a sandbox in my living room,

...and I have to scoop it with my hands.

Dajanae: I should probably get a Litter-Robot.

K170 - CIRCLE BACK ONE LAST TIME (ALT)

Kizzy in the **Lavish Room**.

Person in the hazmat suit with a litter box.

Cat Room (Before)

Cast Note: Dajanae

Kizzy: In fact, your cat's probably pooping again right now.

And once again you'll have to roll up your sleeves and shovel away giant clumps of cat sh-

K180 - CIRCLE BACK - NEXT TIME (ALT)

Kizzy is back in the **Sandbox**.

Someone is scooping the **Sandbox**. The scoop breaks. The person stares daggers at Kizzy.

Cast Note: Jesse shovels. All extras?

Kizzy: So the next time you scoop, remember you don't have to.

K400 - CLOSING THOUGHTS

(Cat Room (Before) & (After))

(Lavish & Cat Room(After))

Kizzy: Litter-Robot comes with a 90 day in-home trial, just in case you miss scooping the litter box, (which won't happen).

Kizzy: Did someone say financing? Yep, it was me. I did. Pay upfront or in monthly installments just like any other home appliance.

Kizzy: By the way, we've been designing and assembling these magnificent robots for over 20 years. We're like great, American cat poop scientists. Just trust us.

Kizzy: Oh oh - One more thing: free shipping.