

Attachment 3

Storyboard 1

CLIENT: AD COUNCIL
PRODUCT: USDA
"CEILING"
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WE SEE A YOUNG GIRL WALK INTO HER ROOM.



SHE LIES DOWN ON HER BED AND STARES UP AT THE CEILING. WE REVEAL SHE HAS AN APPLE IN HER HAND AS SHE TAKES A BITE.



WE NOW SEE THAT SHE IS STARING UP AT A CRACK IN THE CEILING.



HER EYES NARROW, TRANSFIXED ON THE CRACK AS SHE CONTINUES TO EAT HER APPLE.

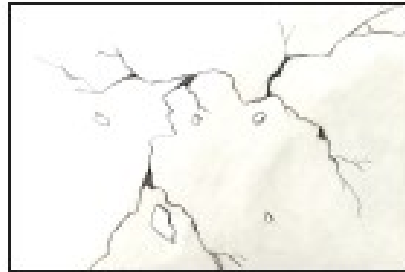


THE CRACK BEGINS TO GROW.



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**THE CRACK MOVES IN
DIFFERENT DIRECTIONS.**



**IT DRAMATICALLY SPREADS
FURTHER AND FURTHER,
UPROOTING PAINT AS IT
TRAVELS.**



**THE WEAVE OF CRACKS
BECOMES MORE ELABORATE,
MULTIPLYING AND DIVIDING.
BRANCHING INTO HUNDREDS
OF LITTLE CRACKS.**



**WE SEE THE GIRL AS
CONTINUES TO EAT HER
APPLE STARING AT THE
CEILING.**



**AS THE CRACK TRAVELS
FURTHER WE SEE SOME OF
THE PAINT CHIPS FALL TO
THE FLOOR.**



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AS THE CRACK CONTINUES
IT'S JOURNEY SUDDENLY,
IT BECOMES CLEAR THAT
THE CRACKS ARE FORMING
INTENTIONAL SHAPES.



WE COME BACK TO THE GIRL
AS SHE TAKES ANOTHER BITE
OF HER DELICIOUS APPLE.



WE NOW
REVEAL THE
ENTIRE CEILING
AND SEE THAT
THE CRACKS
HAVE FORMED
AN EXACT
LINE DRAWING
REPLICA OF A
FAMOUS PIECE
OF ART:
BOTTICELLI'S
BIRTH OF VENUS.



A PLEASED SMILE COMES
ACROSS HER FACE AS SHE
CONTINUES TO EAT HER FRUIT.



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WORDS COME
ON THE SCREEN:
GOOD FOOD
NOURISHES
THE MIND.

Good food nourishes the mind.

WORDS COME
ON THE SCREEN:
FOR MORE ON
NUTRITION AND
A HEALTHIER
LIFESTYLE FOR
YOUR CHILD GO TO:
MYPYRAMID.GOV

For more on nutrition and a healthier
lifestyle for your child go to:

mypyramid.gov

AD COUNCIL
AND USDA LOGOS
COME ON
THE SCREEN.

For more on nutrition and a healthier
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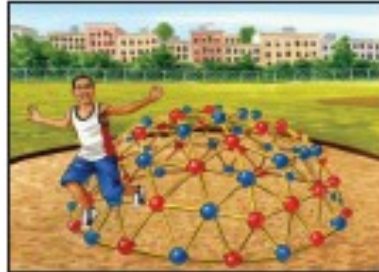
mypyramid.gov



Storyboard 2

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PRODUCT: USDA
"JUNGLE GYM"
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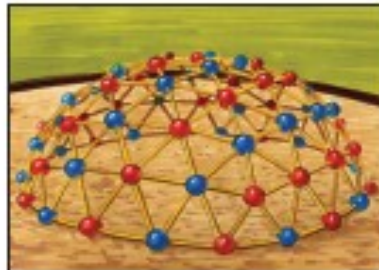
WE OPEN ON A BOY IN A PARK AS HE STEPS OFF THE JUNGLE GYM.



HE SITS DOWN AND TAKES AN ORANGE OUT OF HIS BACKPACK. TAKING A BITE, HIS EYES FIX ON SOMETHING.



WE SEE HE IS STARING BACK AT THE JUNGLE GYM.



THE BOY CONTINUES TO EAT HIS ORANGE AS HE STARES CONCENTRATING ON THE JUNGLE GYM.



SUDDENLY, A STEEL ROD OF THE JUNGLE GYM FALLS TO THE GROUND.

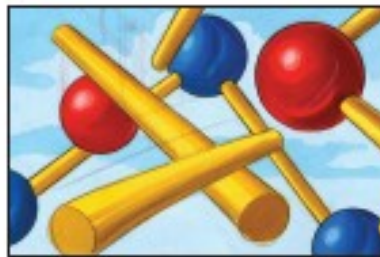


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WE SEE SEVERAL OF THE
BALLS START TO FALL AS
WELL.



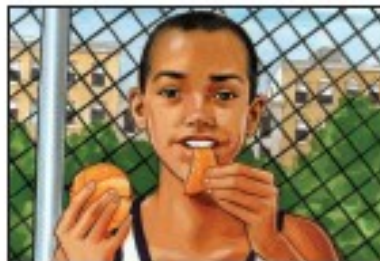
WE HEAR THE CLANKING
OF THE BARS AS THEY
CONTINUE TO DROP.



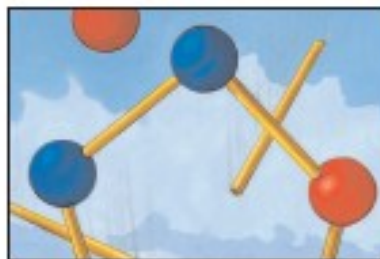
WE NOW SEE THE WHOLE
JUNGLE GYM DRAMATICALLY
BREAK APART.



THE BOY LOOKS ON AS HE
TAKES ANOTHER BITE OF HIS
ORANGE.

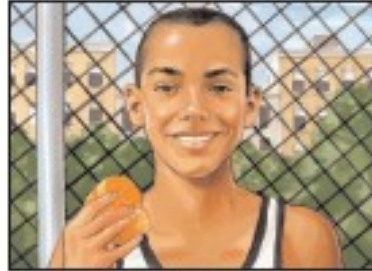


THE LAST PIECES FALL.
WE SEE A HINT OF A
STRUCTURE FORMING.

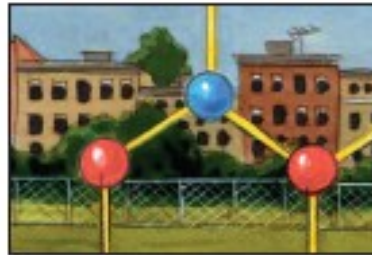


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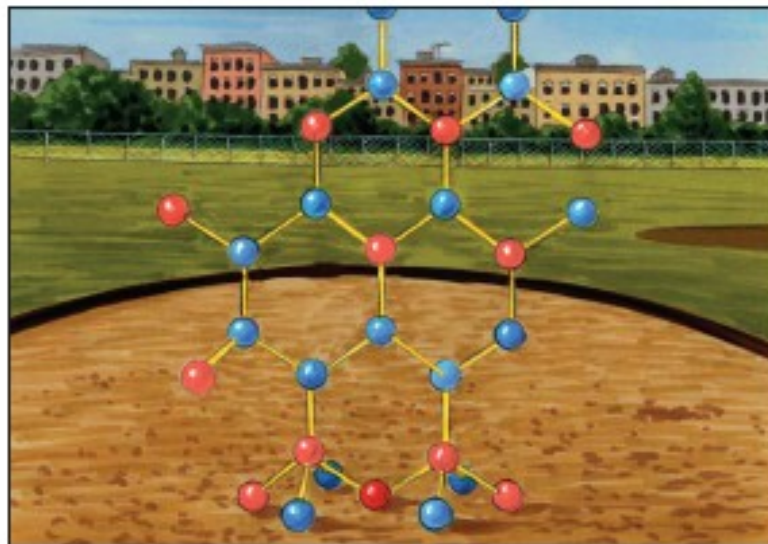
WE SEE THE BOY PLEASSED
STILL WATCHING THE
JUNGLE GYM.



WE REVEAL THE RODS AND
BALLS HAVE REFORMED INTO
A NEW STRUCTURE:



AN EXACT
REPLICA OF A
MOLECULAR
STRUCTURE
DIAGRAM.



A SATISFIED LOOK COMES
OVER HIS FACE AS HE
TAKES ANOTHER BITE OF
HIS DELICIOUS ORANGE.



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