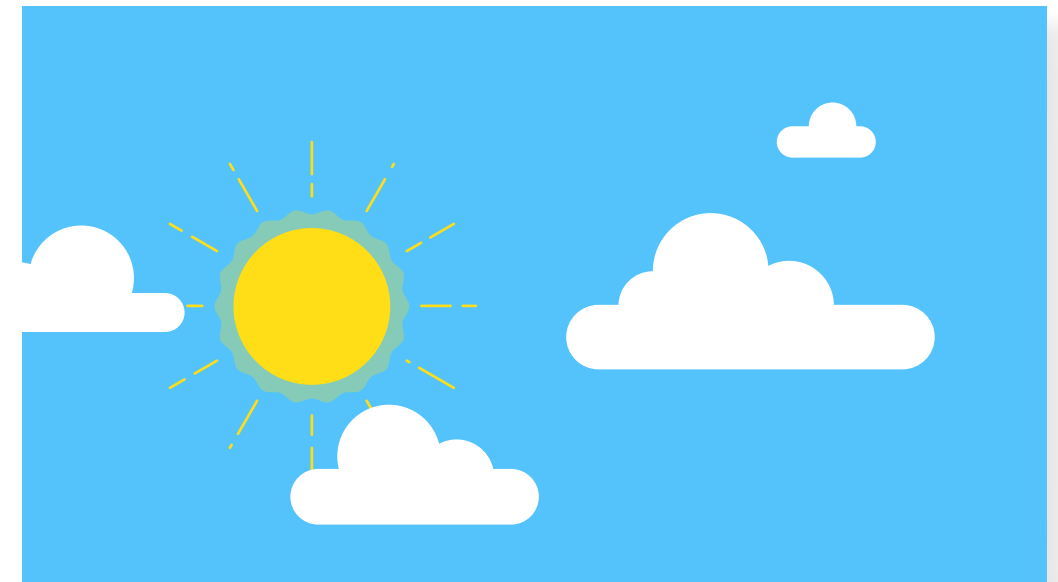
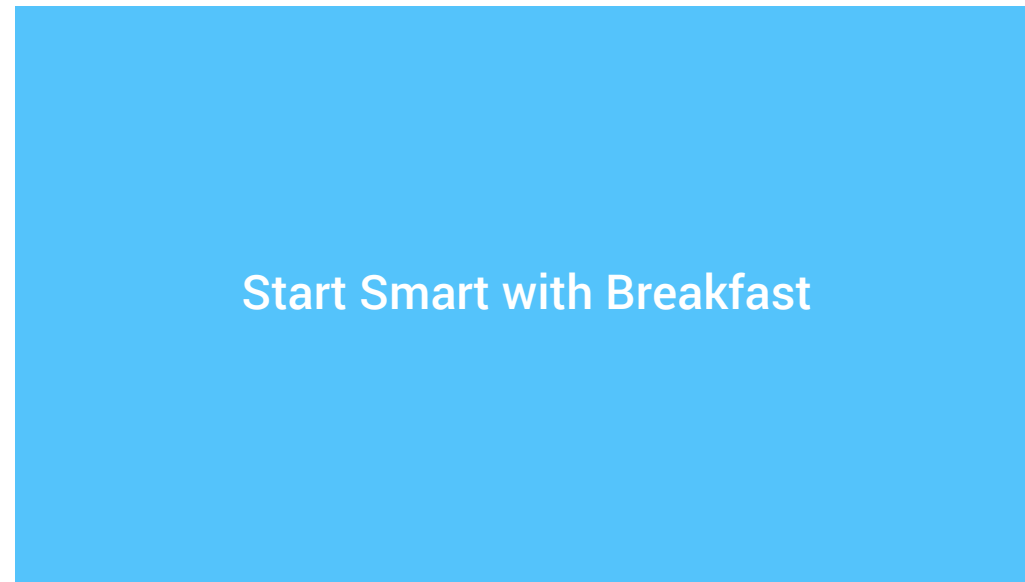


USDA logo.

Title: "Start Smart with Breakfast."

Video opens with the sun rising amongst a quickly clearing sky.

VISUAL NOTES



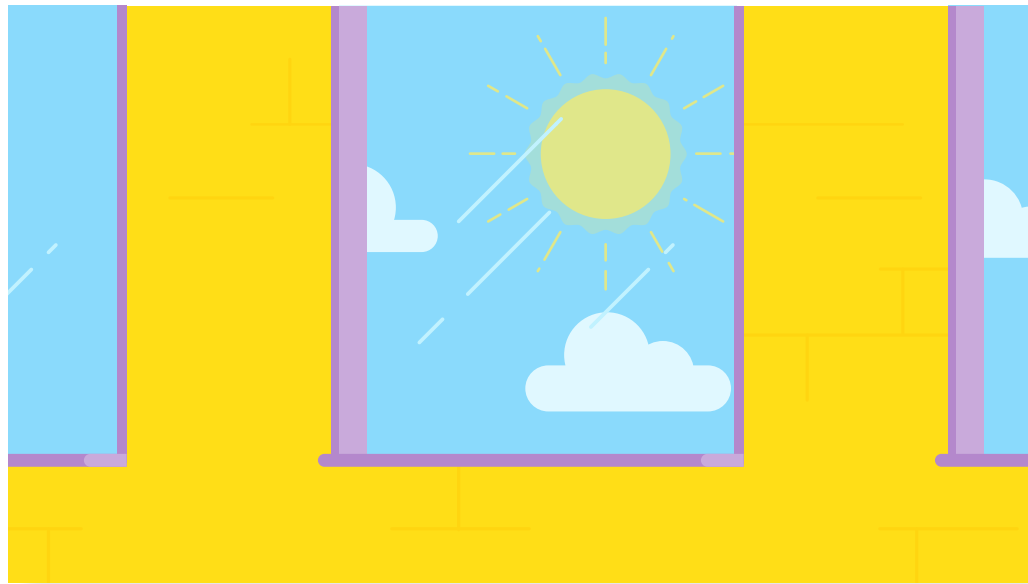
(Music)

VOICE OVER

(Music)

(Music)

We zoom out to see we are inside, seeing the sun through a window.



Windows fade to white as we zoom out further to see our main character walking past with a lunch tray from school.



She brings her lunch tray to a table where her friends are waiting.



VOICE OVER

(Music)

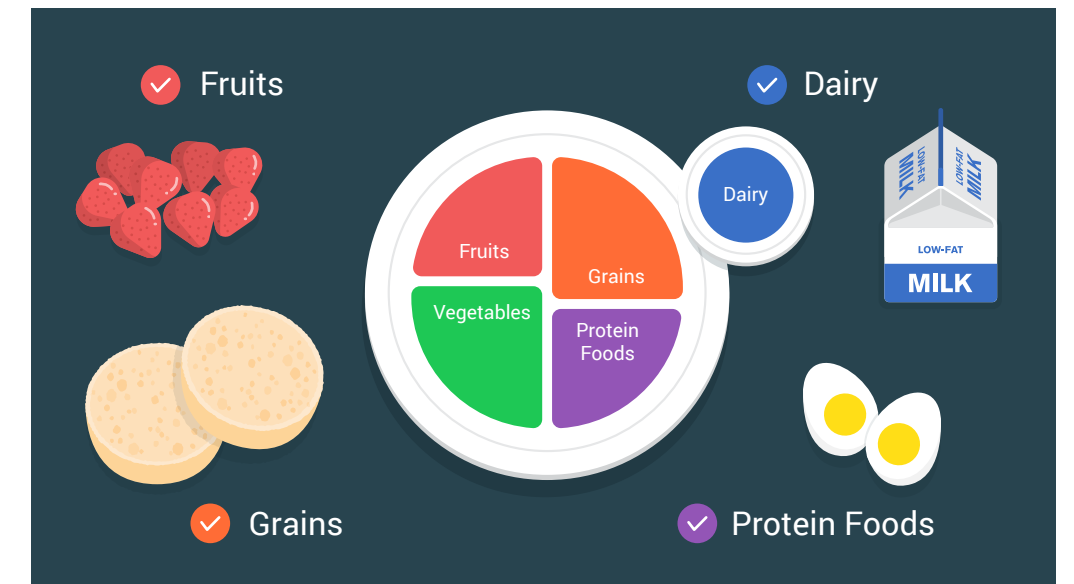
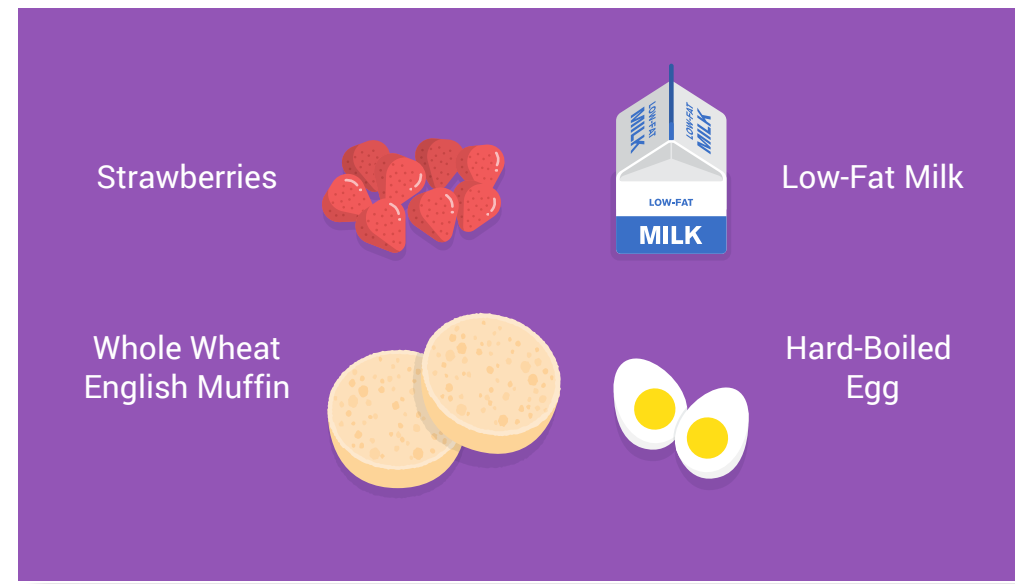
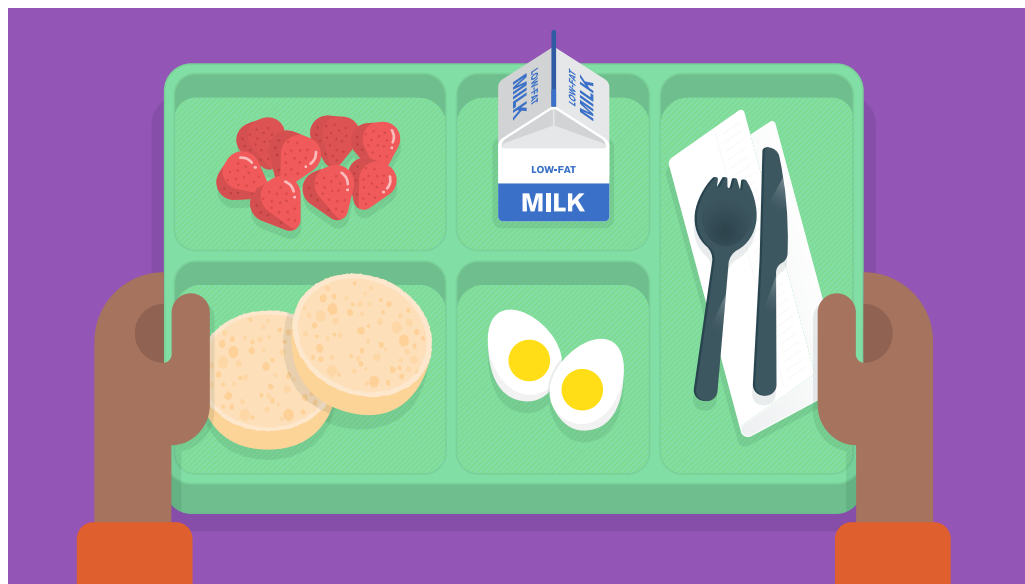
Choosing breakfast?

(Music)

Video shifts to overhead perspective to look at her tray loaded with a healthy breakfast, as she places it on the table.

The tray disappears and leaves only the healthy foods on a solid color background. Word prompts appear, listing the items.

MyPlate image (with new background) slides into frame from below. The foods are then listed by food group. The color on the plate will highlight and a checkmark of corresponding color will appear above each item in succession.



VOICE OVER

Start your day off right with a balanced breakfast....

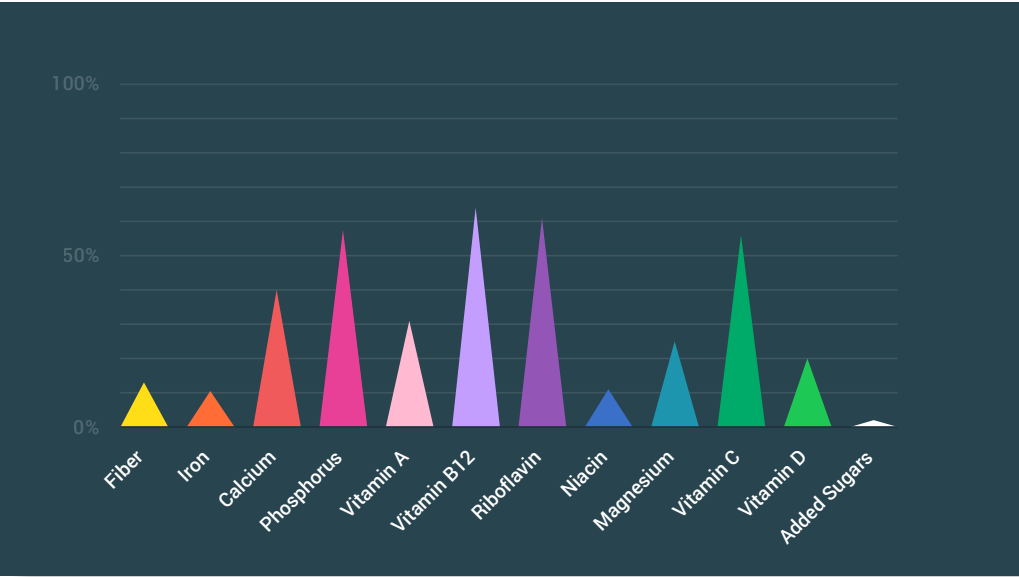
(Music)

... from at least three of the food groups.

MyPlate and the food items slide out and a bar chart showing nutrients appears. Bars will animate upward in succession.

Cut to the main character engaging in high-energy, high-concentration activities: Playing soccer, writing, and playing music.

Cut back to the original overhead view of the healthy food tray. Camera pans over to show an unhealthy meal.



VOICE OVER



A healthy breakfast gives your body lots of nutrients and few added sugars.

Making healthy choices from the MyPlate food groups can help you feel more energized and feel fuller longer

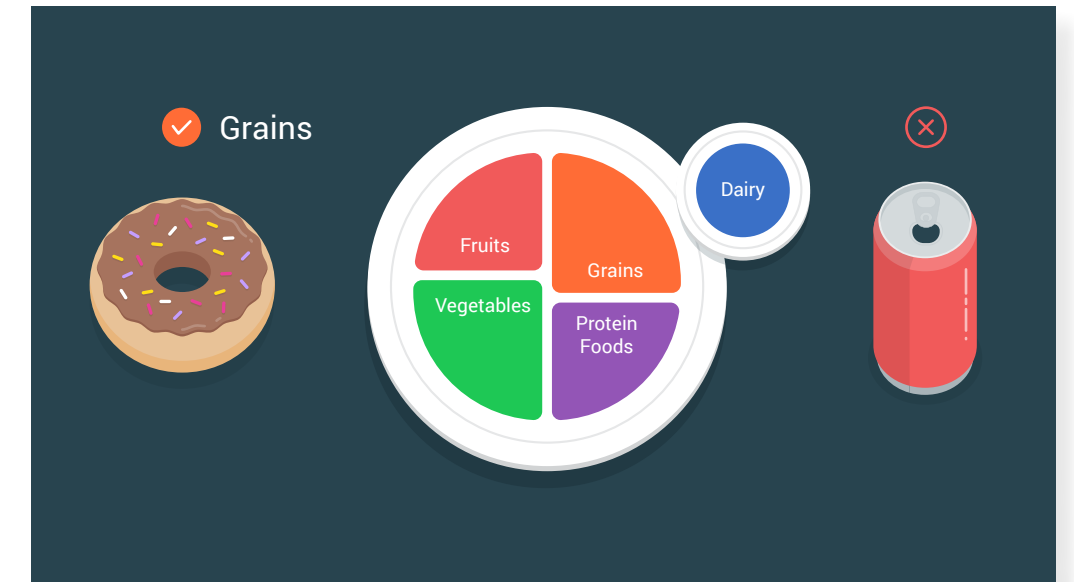
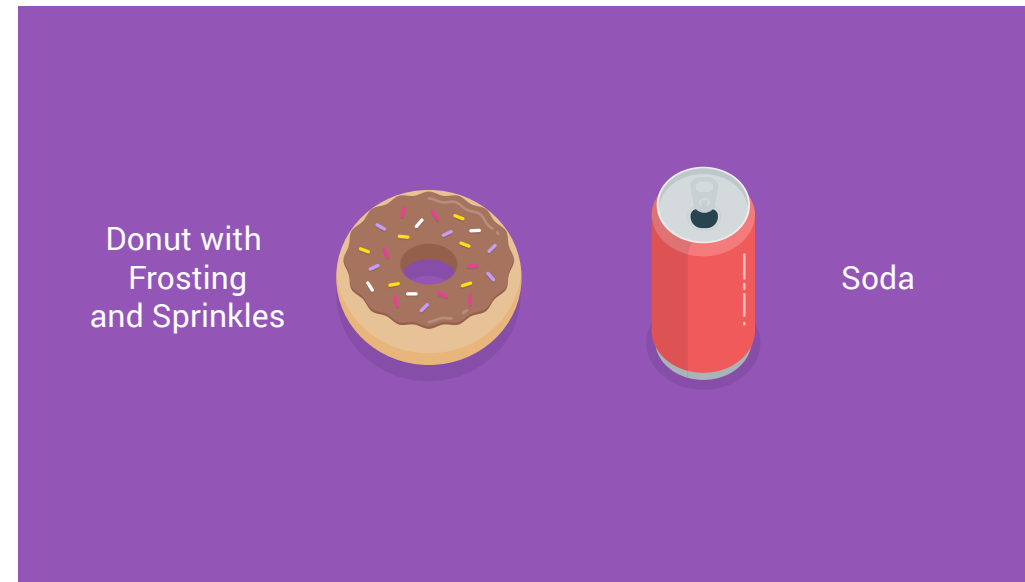
Compare this power-packed meal...

Unhealthy meal from paper bag in full view.

Paper bag and napkin disappear leaving unhealthy items on a solid color background. Word prompts appear, listing the items.

MyPlate image (with new background) slides into frame from below. The foods are then listed by food group as with the healthy breakfast.

An (X) appears above the soda, as it does not fall within a food group.



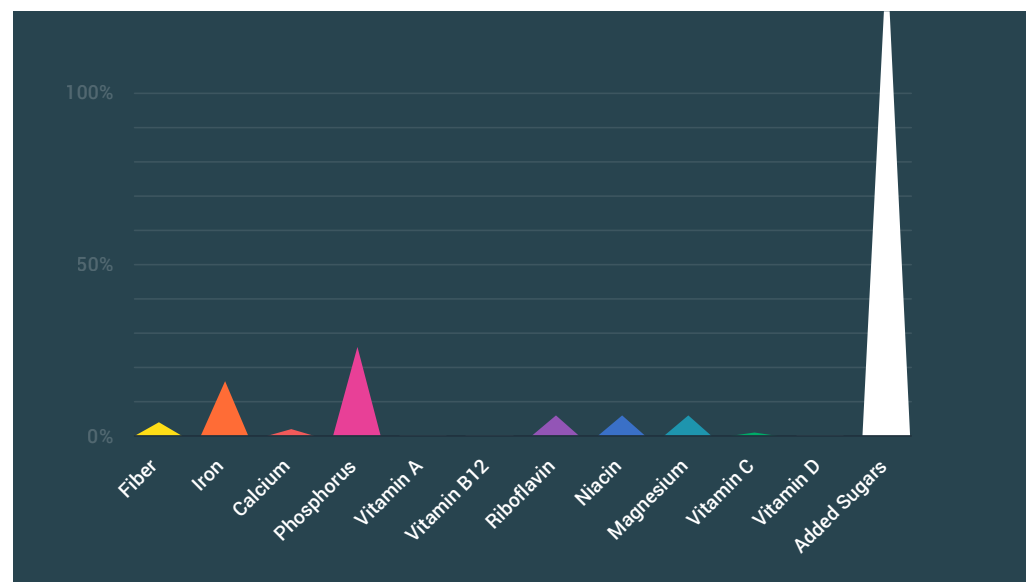
VOICE OVER

with another breakfast...

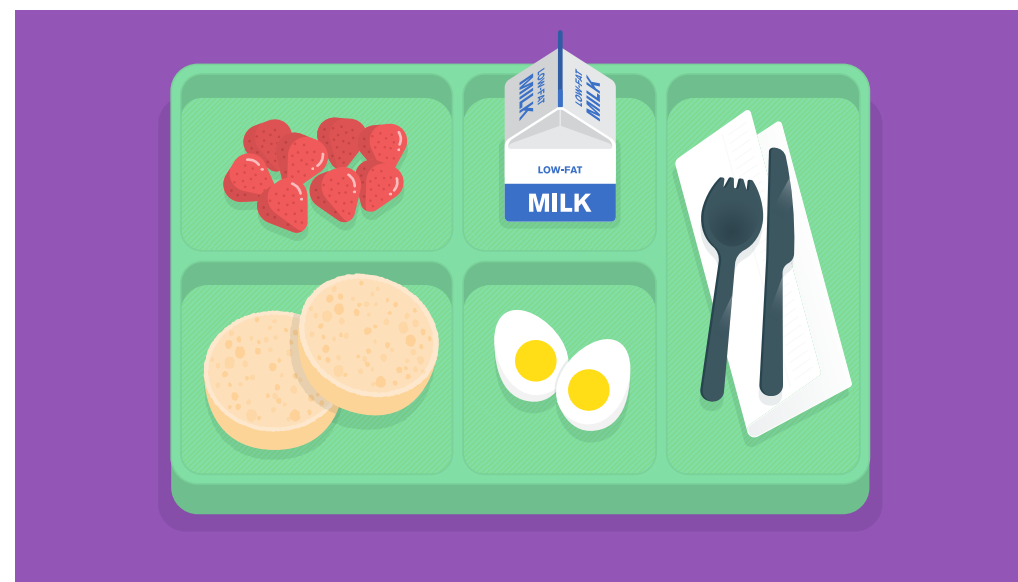
(Music)

with fewer food groups...

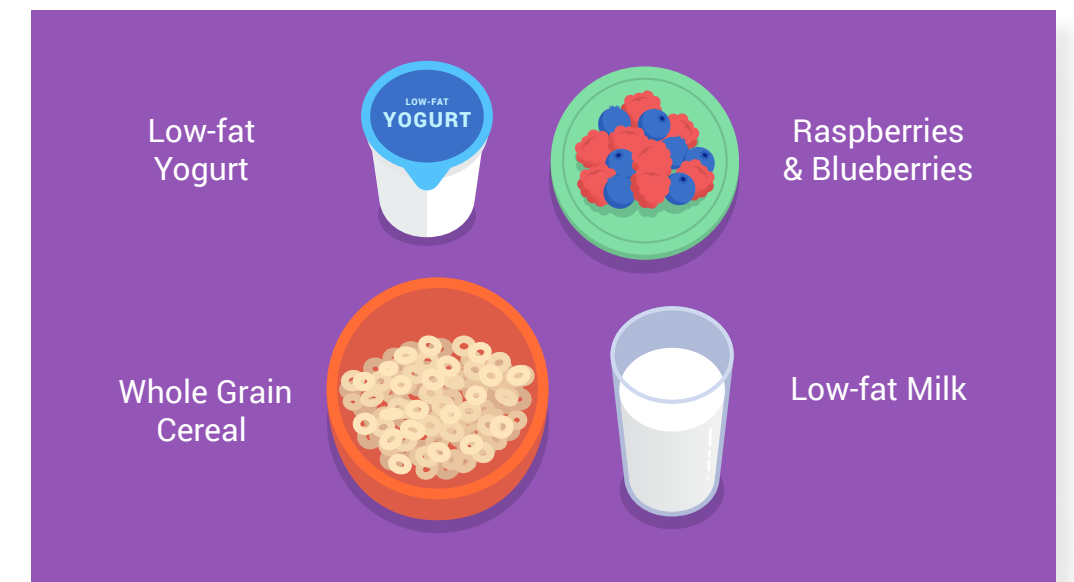
MyPlate and the food items slide out and a bar chart showing nutrients appears. Chart shows previous levels of nutrients from the healthy meal and the bars then shift to show the unhealthy meal, for sake of comparison.



Cut back to original meal tray.



We cycle through 3 more healthy breakfast options, word prompts listing the items appear beside the meals.



VOICE OVER

...fewer nutrients and lots of added sugars.

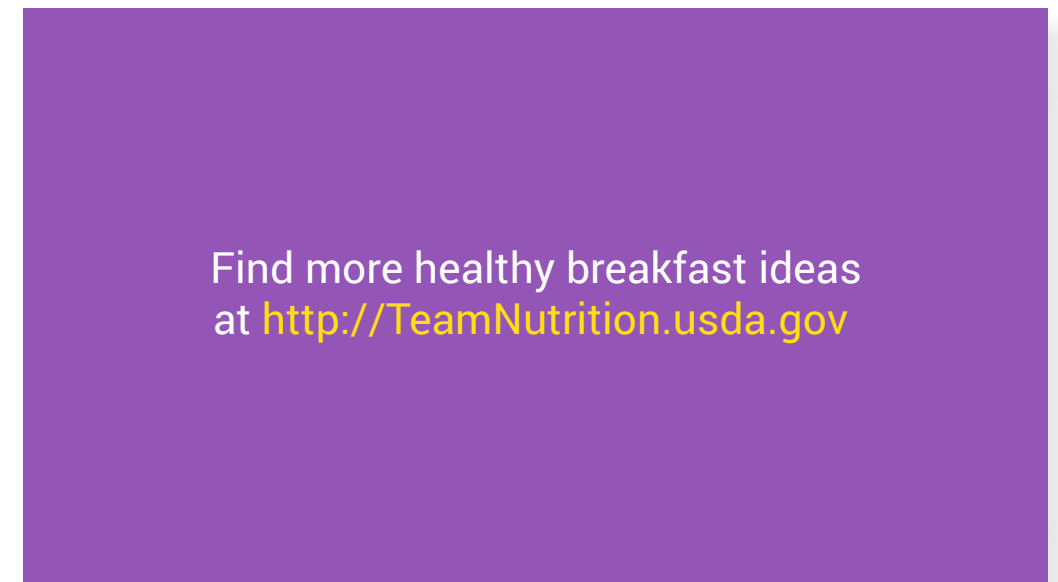
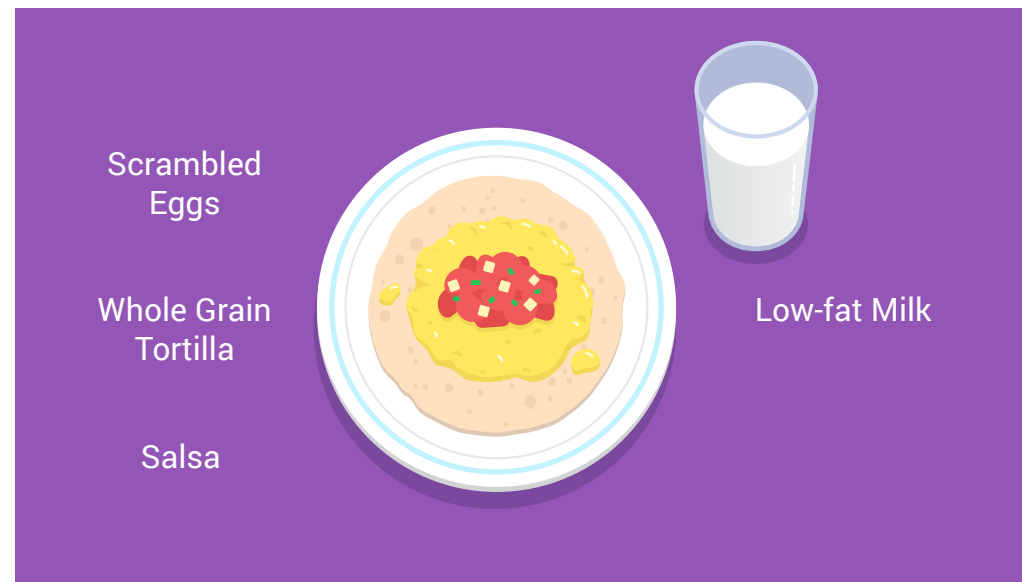
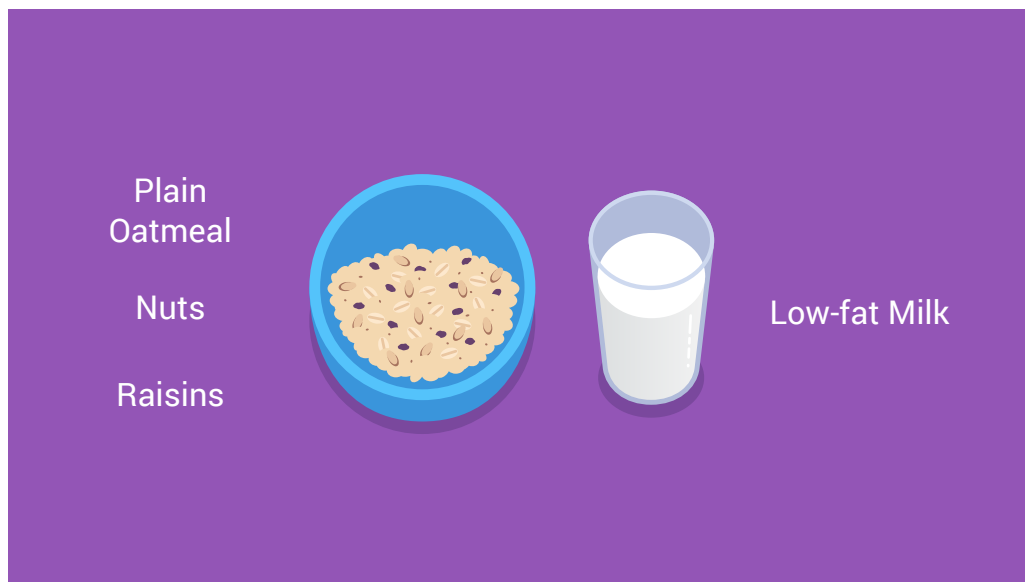
So choose a breakfast that can fill you up with healthy, power-packed nutrients.

(Music)

We cycle through 3 more healthy breakfast options, word prompts listing the items appear beside the meals.

Final meal slides out.

...and underneath is the Team Nutrition CTA.



VOICE OVER

(Music)

(Music)

(Music)

USDA logo and legal copy.



VOICE OVER

(Music)