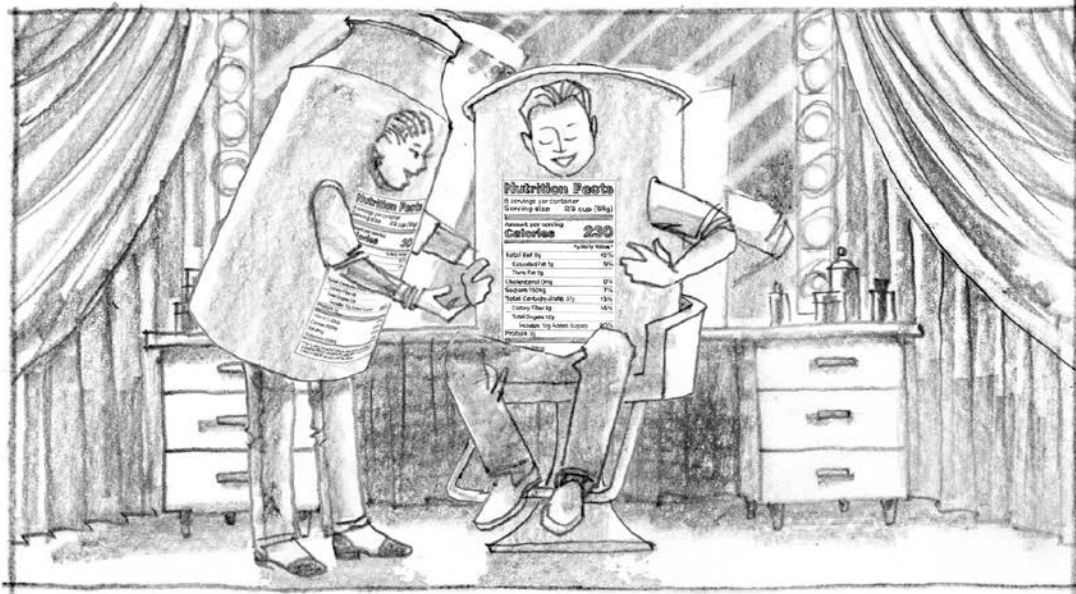
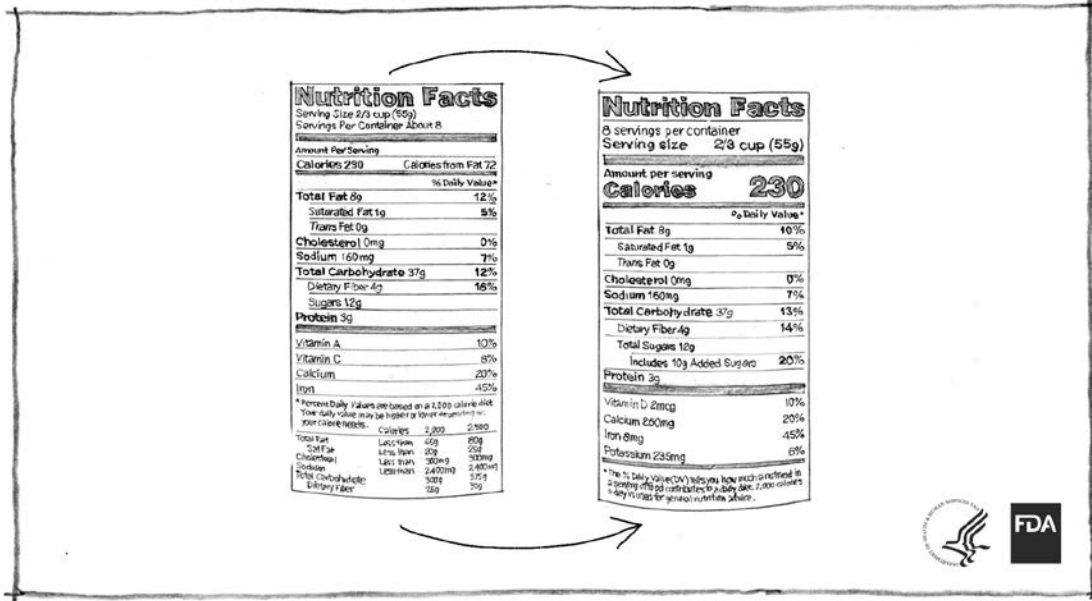


Appendix III

“Makeover”

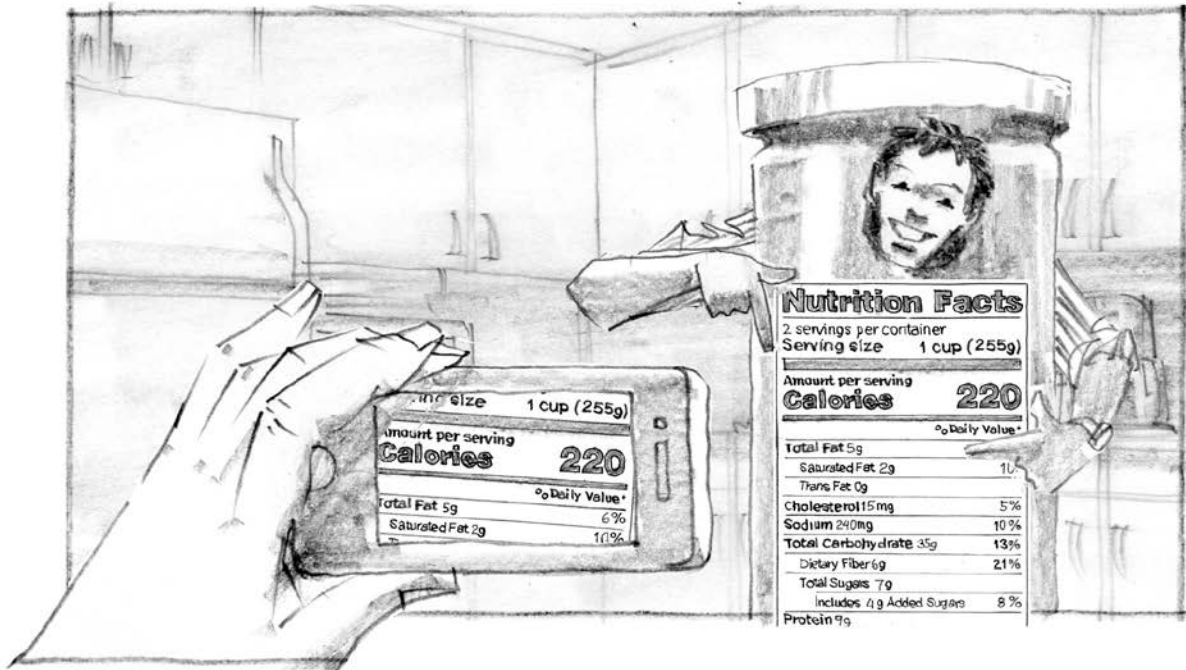


- Setting:** Dressing/changing room with mirrors. Stylist (in a packaged food costume) is providing a makeover to another person in a packaged food costume (Client).
- VIDEO:** Client sits facing camera with back to mirrors. Stylist is giving the Client a makeover. What soon becomes apparent is that it is the Client's Nutrition Facts label that is getting the makeover.
- STYLIST:** (Talking to the Client during the makeover) *These are your strongest features. So, I really brought them out. And here I wanted something a little less twenty-five years ago.*
- VIDEO:** Stylist begins to turn the Client's chair toward the mirror.
- STYLIST:** *You ready?*
- VIDEO:** The Client looks straight into mirror.
- CLIENT:** (Upon seeing his new label in the mirror) *Gasp!*
- VIDEO:** Closeup of the Client's new Nutrition Facts label.
- CLIENT:** *Calories and serving size; so bold. You listed new nutrients here, like potassium and vitamin D. I'll definitely turn heads at the grocery store.*
- VIDEO:** The Client steps out of the chair; walks off screen. The Stylist looks offscreen (to the next client).
- STYLIST:** *All right, who's next?*



END FRAME: Old Nutrition Facts label animates into new Nutrition Facts label.
 ANNCRVO: See what's new...and what's been updated.
 The new Nutrition Facts label...see what's in it for you at FDA.gov.

“Foodstagram”



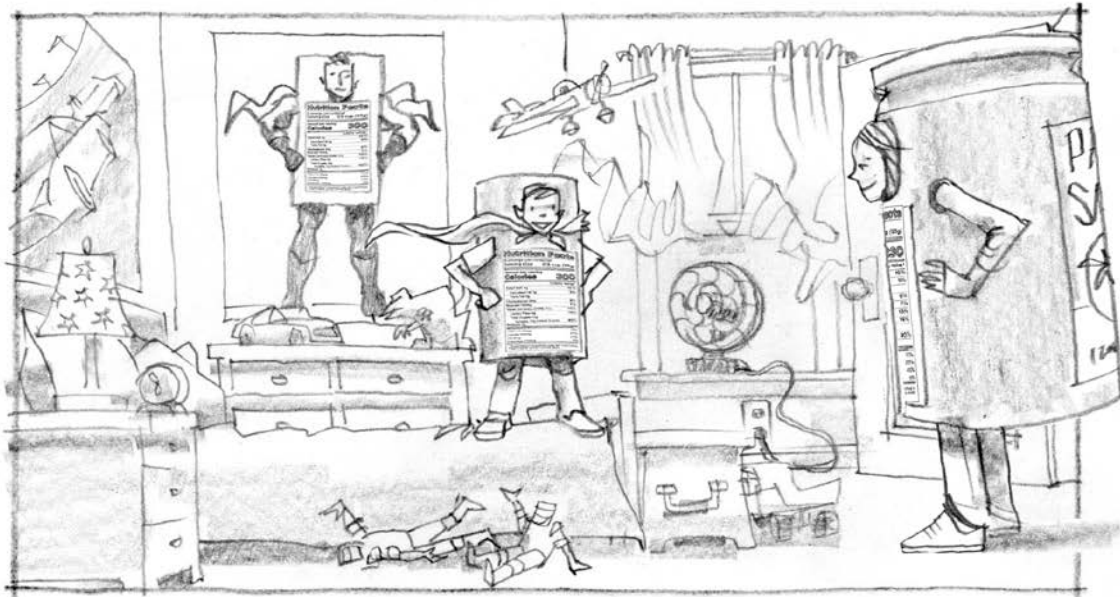
Setting: Kitchen

VIDEO: Food 1 is taking photos of Food 2 with a smartphone.
FOOD 1: *New label...new posts.*
FOOD 2: *You're getting my good side, right?*
VIDEO: Cut to closeup of the phone screen as Food 1 swipes through photos. Hold on shot of “calorie” and “serving size” part of the new Nutrition Facts label.
FOOD 1: *Yep! Pretty bold.*
FOOD 2: *And don't miss the other important changes.*
VIDEO: Food 1 swipes to a closeup of the “nutrients” part of the label
FOOD 1: (Pointing to nutrients) *Oh, I got 'em.*
VIDEO: Food 1 quickly swipes to closeup of the “%DV” footer part of the label.
FOOD 2: *You know, with these updates and additions...*
VIDEO: Wide shot of two talking, looking into phone.
FOOD 2: *...people are definitely going to start following me.*
VIDEO: Continue wide shot.
FOOD 1: *Hashtag, NewNutritionFactsLabel.*



END FRAME: Old Nutrition Facts label animates into new Nutrition Facts label.
 ANNCRVO: See what's new...and what's been updated.
 The new Nutrition Facts label...see what's in it for you at FDA.gov.

“Mom & Son”



Setting: Boy's bedroom. Noticeably, the walls have posters of superheroes.

VIDEO: As Mom walks in, her Son, wearing a cape, is jumping on the bed pretending to be his favorite superhero—SouperCan. Son is also wearing the old Nutrition Facts label. Mom is holding a new label for her Son to put on.

MOM: *Come on Sweetie, let's put on your new Nutrition Facts label.*

SON: *I don't want to.*

VIDEO: Son continues to bounce on the bed, then puts his arms straight up, emulating a flying superhero.

MOM: *Look! Calories and serving size appear in bigger, bold type. Percent Daily Value has been updated. Some new nutrients are listed.*

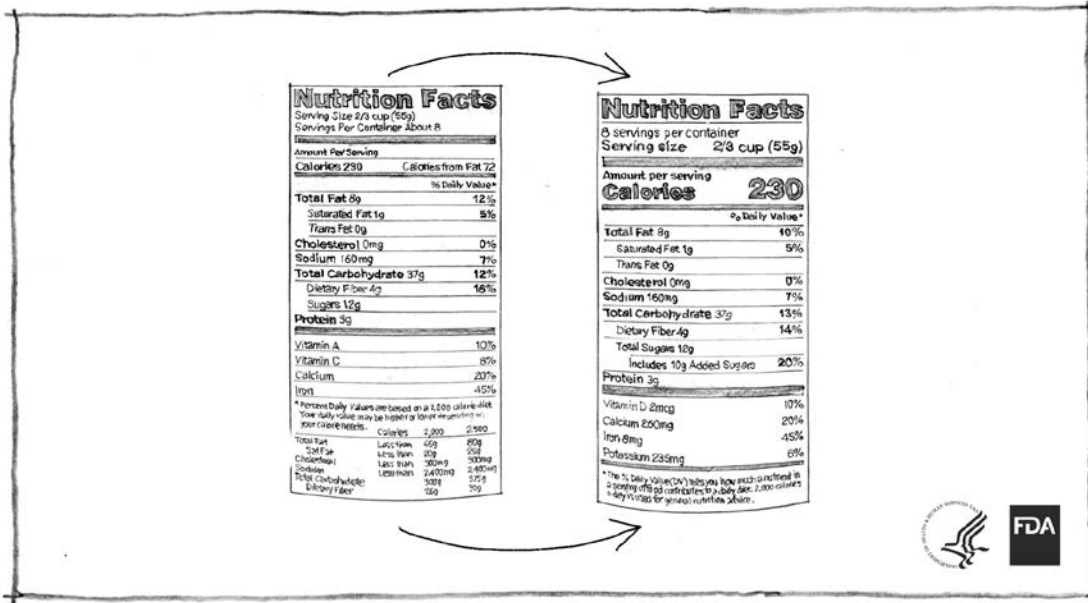
VIDEO: Son jumps down to the floor and looks at Mom. He's clearly unmoved.

SON: *No thanks!*

MOM: *(Slowly) SouperCan wears the new label.*

VIDEO: Son remembers and suddenly stops jumping on the bed. Then, he turns his head toward a poster on the wall behind him. The camera quickly pushes into the poster—it's SouperCan clearly wearing the new Nutrition Facts label. Camera holds for a second or two on the label.

Crossfade to Son standing on bed making the same heroic pose as SouperCan in the poster behind him. Now both have the new label.



END FRAME: Old Nutrition Facts label animates into new Nutrition Facts label.
 ANNCRVO: See what's new...and what's been updated.
 The new Nutrition Facts label...see what's in it for you at FDA.gov.

“Runway”



- Setting: Runway at a fashion show. Several people in packaged food costumes (men and women) walk down and back on the runway. Host (voiceover) describes the label as the newest/latest fashion.
- VIDEO: Camera point of view is the same as an audience member sitting in front row at the end of the runway. Packaged food stops at the end of the runway and turns slightly to the side to show the new Nutrition Facts label. Camera zooms in.
- HOST: *Bold lines are definitely in—and that clearly shows in the calories and serving size.*
- VIDEO: Camera focuses on next packaged food who stops at end of runway to reveal label.
- HOST: *Such a fresh look. New nutrients are listed, like potassium, vitamin D—that’s something we just haven’t seen from them before.*
- VIDEO: Last package turns away back down runway. Another comes to front.
- HOST: *This latest piece from the house of FDA says so much. It’s speaking to me. I imagine this will be the “it” wear for many seasons, and years, to come.*
- VIDEO: All packages stand side by side at end of runway acknowledging audience amid a burst of camera flashes.



END FRAME: Old Nutrition Facts label animates into new Nutrition Facts label.
 ANNCRVO: See what's new...and what's been updated.
 The new Nutrition Facts label...see what's in it for you at FDA.gov.