**Client: Oral- B**

**Product: Fresh Mint Toothpaste**

**Title: Catch Your Breath With Oral B**

This piece of film begins with two friends having a conversation sat down...

**BEN: Hey, how are you doing today?**

**TIA: Hi, not bad! Just got back from the gym. How about you?**

**Ben**: **I'm good. Oh my gosh I totally forgot to ask you but have you seen that new film that just came out? The one that just came out in Picturehouse?**

**TIA:** **Oh yeah, I saw that! What did you think about the ending?**

**BEN: IT WAS SO BAD!**

In the middle of the conversation Tia becomes visibly uncomfortable. She has noticed that Ben’s breath smells really bad.

There is a closeup of Ben as he rambles.

We enter the thoughts of Tia as she sniffs the air. The camera pans to her.

**TIA:**  **(Internal monologue) His breath really stinks.**

We then see a closeup of Ben’s mouth as he continues to talk.

**TIA: Mmmh (she nods whilst grimacing)**

 **(Internal monologue) Like really really stinks. Has he brushed his teeth today because whew, that is hot. It’s sort of burning my eyes a bit…a lot.**

A final close up shot of Ben’s mouth is seen. Tia appears to be overwhelmed by the smell.

**TIA: (Still internal monologue) STOP STOP STOP STOP STOP**

 **(outloud) STOP!**

**FVO: ORAL-B FRESH MINT TOOTHPASTE. CATCH YOUR BREATH BEFORE THEY DO.**

A set of titles appear that read:

**TITLE: ORAL-B.**