



PINTY'S®

TSN

**PINTY'S PLAY-BY-PLAY SCRIPTS
MAY 25, 2022**

PINTY'S PLAY-BY-PLAY (Concept)

TSN will create 2 x 0:15s spots. These spots will align with Pinty's sponsorships of the NFL and NASCAR. Each spot will only feature one sport at a time.

Both 15 second spots will consist of the same 3 actors playing out a different scenario in each spot. For casting we suggest using two men and one woman who are all in their early thirties.

Both spots will use the same concept of relating the enjoyment of Pinty's products to their favourite sports.

Each spot will have sport specific actions using Pinty's products that will be emphasized by using play by play game matching audio coming from the T.V.



**MAKING
GREAT
FOOD FUN**

PINTY'S PLAY-BY-PLAY (NFL)

We open on a medium shot of two friends sitting on a couch with a full spread of Pinty's food on the table in front of them. A Football game plays on the T.V as the audio from the game can be heard in the background.

Cut to a wide shot where we see a third friend enter the scene. The friend rushes in towards the couch with a bowl of Chicken Chunks, sits down, and places the bowl on the table.

Cut to a medium shot as the friend who just sat down slides the bowl of Chicken Chunks down the table. Just before the bowl slides off the opposite end of the table, one of the friends reaches forwards and catches the bowl. The T.V sounds up, "What a catch!" followed by crowd cheering. The friend quickly puts the bowl back on the table and grabs a Chicken Chunk.

Cut to a medium shot of the friend dipping the Chicken Chunk into BBQ sauce. Once again we hear the T.V sound up. "Touch Down!" followed by a roar from the crowd.

Cut to a medium shot, of the three friends celebrating the big play while holding Pinty's foods.

Cut to a Pinty's end frame on the T.V, it reads "Pinty's Making Great Food Fun".

PINTY'S PLAY-BY-PLAY (NASCAR)

We open on a medium shot of two friends sitting on a couch with a Pinty's spread of food on the table in front of them. The food is arranged on the table showing a big empty space right in the middle of the spread. There is a NASCAR race on the T.V and the audio from the race can be heard in the background.

Cut to a medium shot of a third friend coming from the kitchen whipping around a tight corner with a tray of fresh out of the oven chicken wings. As they turn the corner, we hear the T.V sound up "Coming on the inside, what a move".

Cut to a medium shot of the friend with the tray of chicken wings who hurriedly swerves around the corner of the couch to place the tray of chicken wings on the table, as the T.V sounds up "Rounds the final corner".

Cut to a close up shot of the tray of chicken wings being dropped right in the middle of the table. We see hands quickly grab for the wings just as the tray is dropped. The T.V sounds up "What a finish!".

Cut to a medium shot of the three friends sitting on the couch enjoying their wings watching NASCAR on the T.V.

Cut to a Pinty's end frame on the T.V, it reads "Pinty's Making Great Food Fun".

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