**McCormick TV Script 2**

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| Frame 1: | OPEN: | OPEN (on Shaggy standing at stove cooking food). |
|  | MCS: |  |
|  | CAMERA: | STILL |
|  | SFX IN and UNDER: | SFX IN (food sizzling in pan) UNDER |
|  | SHAGGY: | “Like Scoob, this food looks delicious man.” |
|  | CUT TO: | (Scooby holding the special themed McCormick spices). |
| Frame 2: | MCS: |  |
|  | SCOOBY DOO: | “Raggy, rhy don’t you ruse rhis?” |
|  | CUT TO: | (Shaggy standing at stove cooking food). |
| Frame 3: | MCS: |  |
|  | SHAGGY: | “Scoob, man, I almost forgot about that! Our special Scooby Doo themed spices make like all our meals taste like totally great.” |
|  | SCOOBY DOO VO: | “Dericious!” |
|  | SFX OUT: | SFX (food sizzling in pan) OUT |
|  | CUT TO: | (Receipt, with code circled, in front of a computer). |
| Frame 4: | CS: |  |
|  | MUSIC IN and UNDER: | (Scooby Doo theme song) |
|  | SHAGGY VO: | “Man, they even have like a totally awesome deal. All you gotta do is like turn in your receipts online using those like codes on the bottom of them, man.” |
|  | CUT TO: | (Scooby Doo themed cookbook). |
| Frame 5: | CS: |  |
|  | SCOOBY DOO VO: | “Rhen what Raggy?” |
|  | SHAGGY VO: | “Like Scoob, then you get a like special totally cool Scooby Doo themed cookbook sent to you, like free of charge man.” |
|  | CUT TO: | (Blue and red McCormick logo on a white background). |
| Frame 6: | WCU: |  |
|  | FADE: | FADE (Scooby Doo theme song) OUT |
|  | VO: | “Shaggy and Scooby got it right! Come down to your local grocery store to pick up some special Scooby Doo themed spices. You can also visit our website www.mccormick.com or call us at 1-800-632-5847. Spooky Scooby Spices. McCormick.” |
|  | SCOOBY DOO VO: | “Scooby dooby doo!” |