

Advertising
SIUE
Edwardsville, Illinois
BROADCAST DEPT.

CLIENT: Purina
PRODUCT: Purina Pro cat food
TITLE: Purina Pro
WRITER: Haylee Lake
Length: 30

<u>VIDEO</u>	<u>(SHOT TIMES)</u>	<u>AUDIO</u>	<u>(TRT)</u>
FADEUP ON:			
1. LS OF CAT WALKING IN FRONT OF THE CAMERA	(:03)	1. MUSIC STARTS PLAYING AND CONTINUES TO PLAY THE WHOLE TIME	(:00)
2. CONTINUING LS CAT BEGINS TO PLAY WITH TOY	(:03)		
3. CU OF CAT FOOD OPENING	(:03)	3. SFX: CAT FOOD OPENING	(:03)
4. CAT PERKS UP AND RUNS OFF	(:03)	4. SFX: CAT RUNNING	(:03)
5. CU OF CAT FOOD BEING SET DOWN FOR CAT	(:03)		
6. MS OF CAT RUNNING INTO FRAME AND EATING THE FOOD	(:05)		
7. CU OF CAT EATING THE WET FOOD	(:03)		
9. WS OF WET AND DRY CAT FOOD WITH CAT PLAYING IN THE BACK	(:02)	9. SFX: CAT PLAYING	(:05)
10. PURINA LOGO FADES IN WITH THE PREVIOUS SHOT STILL PLAYING	(:05)		
11. FADEOUT	(:0.5)	11. MUSIC FADES OUT	(:29.5)