

MINEO & SAPIO

“Babysitting” (Commercial Script)

Subject Info: Mineo & Sapio Italian Sausage manufactures fine Italian Sausage, Italian Sausage Patties, and Italian Meatballs.

Goal/Objective: Capitalizing on a celebrity endorsement, the goal was to highlight the Mineo & Sapio Italian Sausage product with boxer “Baby” Joe Mesi.

Writer’s Notes: The idea for this script came about through a pretty simple play on words – “Baby” Joe Mesi/Babysitting. The image of the tough boxer as the bumbling babysitter offered a lot of potential. Once the concept was approved, I had to account for a few parameters: incorporating the product (have “Baby” Joe and the child eating the Mineo & Sapio Sausage); client branding (open and close cards), and the one hour window to shoot (one shot scenario).

COMPLETED SPOT AVAILABLE TO VIEW IN CLIPS SECTION.

MINEO & SAPIO

“Babysitting” :15

Writer: Takacs

VIDEO	AUDIO
Playful Title Card: <i>GFX: Mineo & Sapio Logo</i> <i>GFX: Presents “Babysitting With ‘Baby’ Joe”</i>	Campy theme music. <u>Announcer:</u> Mineo and Sapio presents Babysitting With ‘Baby’ Joe.
It’s craziness. ‘BABY’ JOE sits on a couch, cheering on some sporting event on TV. Right next to him, a hyper six year old BOY jumps up and down on the couch. They’re both holding Mineo & Sapio Italian Sausage sandwiches.	High energy TV announcing. <u>‘Baby’ Joe:</u> (yelling) Come on! Go. GO! Run! GO!!
	Door opening/closing. <u>Parents:</u> (off screen) Hello?! We’re home.
‘Baby’ Joe quickly grabs the remote and changes the channel. The Boy immediately lands in a seated position next to Joe.	Cartoon sounds.
The two seemingly innocent troublemakers calmly take huge bites of their Mineo & Sapio Italian Sausage sandwiches. ‘Baby’ Joe continues to channel surf and on his next click...	
Playful Title Card: <i>GFX: Mineo & Sapio Logo</i> <i>GFX: Presents “Babysitting With ‘Baby’ Joe”</i>	Campy theme music. <u>Announcer:</u> Mineo and Sapio presents Babysitting With ‘Baby’ Joe.