

Production Company: Lifestyle Direct TV
 Child's Toy
 Writer: Jeff Mustard
 TV :60

Product: Doodle Doug
 Project: Direct Response

TIME	VIDEO	AUDIO
.7	Two video approaches here depending upon producer cost: either have a "mom and dad" in a house/den area, or two moms, watching their "two kids" playing with Doodle Doug on the floor. Alternative, just have shot(s) of two kids on floor playing with Doodle Doug, we never see either a "mom and dad" or the two moms either. CG: Hours of Healthy Creative Fun Perfect for Kids Ages 3 – 6	<i>(Note: Male voice over – very high energy, upbeat with exciting, uptempo music)</i> Mom's and Dad's...looking for hours of healthy, stimulating and creative fun for your kids right at home? Then you'll want and they'll love Doodle Doug.
.9 .16	Assorted wide and close up shots of kids playing with Doodle Doug on the floor.	The makers of Etch-A-Sketch bring you Doodle Doug, the scribbly, scrawly creepy crawly doodler that helps your kids create amazing drawings, inspires creativity and provides hours of never ending fun.
.7 .23	Close Up and/or Extreme product Close-ups Showing parent making the "pattern adjustment" on the toy. Other product shots to match audio.	Doodle Doug has tons of pattern settings built right in and comes with a rainbow of markers and really cool stampers cleverly built into his boots.
4.25 27.25	Show parent putting marker in Doug and the device in action with kid(s) watching with excitement. Do a "stop motion photography" and show assorted design/patterns – maybe a dozen or so, or more, producer's choice.	Insert a marker or several if you'd like and watch Doodle Doug create endless designs.
.9 36.25	Close ups of the two kids using markers and stampers and coloring in their Doodle Doug patterns.	The fun doesn't stop when Doodle Doug stops squiggling – your kids will love using the markers and stampers to color in the fun patterns created by their favorite doodle bug, Doodle Doug.
10.75	Call to Action Box: Producers/editors choice of images to lay in. CG: Price Phone	Moms and Dads, order your Doodle Doug right now for hours of creative, healthy and stimulating fun for your kids. Doodle Doug is only (insert price)

**Production Company: Lifestyle Direct TV
Child's Toy
Writer: Jeff Mustard
TV :60**

**Product: Doodle Doug
Project: Direct Response**

.47	Website Offer / Product Details CG: Comes Fully Assembled 3 Markers 4 boot stampers Requires 2 "AA" Batteries	comes fully assembled, includes 3 markers and 4 boot stampers.
12.50 59.50	Producer/editor choice of imagery to choose here...wides/product close ups, design patterns, kids coloring, having fun.	For only (inset price) get yourself a Doodle Doug and a doodle buddy and your child and friends will have hours of doodling fun creating exciting Doodle Doug patterns and coloring their favorite designs. Order now... Call 1 800 – 555- 5555.