

Production Company: Lifestyle Direct TV

Product: Hoodialuv – Snack

Bar

Writer: Jeff Mustard

Project: Direct Response

TV :60

TIME	VIDEO	AUDIO
:01	Shot of pretty girl – mid 20s (maybe studio/set environment – clean white cyc)	Hoodialuv
:01	Shot of good looking male – mid 20s (maybe studio/set environment – clean white cyc)	Hoodialuv
:01	Shot of pretty/average female – late 30's early 40s (maybe studio/set environment – clean white cyc)	Hoodialuv
:01	Shot of decent looking/average male – late 30's early 40s (maybe studio/set environment – clean white cyc)	Hoodialuv
:12.5	Assorted shots/montage of the various talent handling/manipulating the product, some open it, bite it, make yummy sounds, all mug for the camera.	Male Ann cr: these people love Hoodialuv the incredibly tasty chocolate snack bar packed with 500 mgs of original south African hoodia that eliminates hunger, enhances energy, elevates your mood and turbo charges your libido.
:2.25	Female in 20's on camera	Whoodia Luv snack bars curb my appetite.
:3.25	Male 40s on camera	Whoodia Luv snack bars give me the energy boost I need, when I need it.
:6.5	Assorted product shots including extreme close ups both in the wrapper and out of the wrapper...including extreme close ups of some of the talent "eating/biting" the power bar and enjoying every morsel of it.	Ann cr: Ideal as a mid morning or mid afternoon snack, HoodiaLuv satiates the body with a power blast that lasts up to six hours.
:3.25	Female 30s on camera	Hoodia Luv snack bars...great chocolate taste, nutty flavor and only 110 calories...oh yeah...
:3.75	Male 20s on camera	Oh yeah, Hoodialuv snack bars, that's

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		what I'm talkin' about...
	<i>Time to here: 43.5 / 16 seconds to close</i>	
:06	CTA Box / with phone number, website, credit card info, and picture box for moving images: CG bullet points: Eliminate Hunger Loose Weight Feel Better Sate your Body Super Charge your Libido	Annrc: If you want to eliminate hunger, loose weight, feel better and super charge your libido order HoodiaLuv right now.
:17.5	Shots of additional product and all graphic elements in play.	For only X dollars you'll receive a box of X HoodiaLuv Bars... Call right now and you'll also receive for free a ten count tube of lemon lime effervescent tablets made with hoodia and cha de burger – also a great energy booster and appetite suppressant just like HoodiaLuv but in a tasty drink. A X dollar value, for Free..Call now...