

Client: MARS PET CARE
Product: CHUM
Title: Car Ride
Duration: 30 sec

DOG: Shotgun. ha ha shotgun yeah I called it. I'm in the front seat. I'm in the...

SFX: Car door closes. Dog jumps into the back seat.

DOG: Okay I'm in the back seat. that's fine. I did call shotgun but who cares. I'm in the back seat. Oh boy here we go. Here we go. Put my window down. Window.

SFX: Electric window goes down.

DOG: YES! The windows down. daaahhhhhhhhhh ahhhh. COUGH! (swallows a fly)

SFX: Dog has a coughing fit back in the car and coughs up a fly he swallowed.

DOG: Oh, that fly was massive.

SCOTTISH VO: It doesn't take much to please a dog, especially when Chum's such great value. Chum. So chumpy you can carve it.

Title: Fetch
Duration: 30 sec

DOG: Throw the ball... throw it as far as you can. Come on, throw ittttttttt. No. Pretending. Good one. Never gets old that. Stop pretendinnnggggggg.

SFX: Ball gets thrown

DOG: Mine! Oh there it is, there it is. I'm gonna get it, I'm gonna catch it, gonna catch it on the first bounce bahhh!

SFX: Dog bites at the ball but drops it. Ball bounces.

DOG: No shame in that. The second bounce is still veerrrrrrrry.

SFX: As the dog catches the ball his voice becomes muffled by the ball in his mouth.

DOG: Impressive. ha ha, I got it. I got the ball.

SCOTTISH VO: It doesn't take much to please a dog, especially when Chum 's such great value. Chum, So chumpy you can carve it.

Title: Mail Man
Duration: 30 sec

DOG: Shhh? What's that sound? It's, THE MAIL MAN!!!. Oh boy, he's just around the corner. I'm gonna scare the hell out of him. Shhh shh shh. Here he comes. BOOOOOOOOO!

SFX: Mail man Squeals and runs away.

DOG: BOO, BOO, BOO. Ahahahahaha. Suck on that you stupid mail man. Ah that's right, run. Run away pissy pants. Oh ho god, I think he wet his pants.

SCOTTISH VO: It doesn't take much to please a dog, especially when Chums such great value. Chum. So chumpy you can carve it.