

Client: Ember  
Product: Ember Mug 2  
Title: Ember Mug “Temperature Matters”  
Length: 30 seconds  
Writer: Sara Wharff

<b>TIME</b>	<b>VIDEO</b>	<b>AUDIO</b>
:00	FADE IN:  WS OUTSIDE OF IGLOO.	(WIND)
:01	MS INSIDE OF IGLOO. TWO MEN ARE SITTING ON EITHER SIDE OF A CAMPFIRE HOLDING MUGS. BOB IS HOLDING A GENERIC MUG AND IS SHIVERING WITH HIS FREE ARM WRAPPED AROUND HIMSELF. FRANK IS SMILING AND TAKING A SIP FROM A STEAMING EMBER MUG WITH BOTH HANDS.	(FIRE CRACKLING)  BOB: Shivering.  (DEEP SIP)
:02	TILT-UP FROM A CU OF BOB’S GENERIC MUG TO BOB’S CHATTERING TEETH. PAUSE BRIEFLY.	(TEETH CHATTERING)
:05	MS OF FRANK SIPPING FROM STEAMING EMBER MUG. FRANK IGNORES BOB AS HE IS DAYDREAMING, SMILING, STARING OFF INTO THE DISTANCE, AND SAVORING HIS DRINK.	(FRANK TAKES A SIP)  BOB: (While shivering) It’s really cold out there huh Frank?
:07	MS OF BOB PUTTING GENERIC MUG DOWN AND WRAPPING A BLANKET AROUND HIMSELF.	BOB (While shivering) I just can’t seem to warm myself up.
:10	MS OF FRANK SNAPPING OUT OF HIS DAYDREAM. FRANK LOOKS DOWN AT EMBER MUG, BACK UP, AND FROM SIDE TO SIDE.	(FIRE IS STILL CRACKLING IN BACKGROUND)
:12	MS OF BOB SQUATTING AND LEANING OVER THE FIRE WHILE AGGRESSIVELY RUBBING HIS HANDS IN AN ATTEMPT TO WARM THEM.	(HANDS RUBBING TOGETHER)
:13	MS OF BOB DOING JUMPING JACKS IN PLACE.	BOB: (While exercising) Breathing hard.

:15	CU OF BOB GULPING FROM GENERIC MUG.	(BOB IS GULPING FROM MUG)
:16	MS OF FRANK DAYDREAMING AND SMILING WHILE HAPPILY SIPPING FROM EMBER MUG. FRANK IS ON THE RIGHT SIDE OF THE FRAME, WHILE BOB RUNS IN CIRCLES AROUND THE FIRE IN THE BACKGROUND ON THE LEFT SIDE OF THE FRAME. BOB ENTERS AND EXITS THE FRAME AS HE RUNS AROUND THE FIRE.	(FRANK TAKES A SIP)  BOB: (While running) Breathing hard.
:18	MS OF BOB HUDDLING UNDER A BLANKET, SHIVERING AND CLENCHING GENERIC MUG. BOB SLOWLY BRINGS GENERIC MUG UP TO HIS LIPS BUT ABRUPTLY STOPS.	BOB: Shivering.
:20	FAST TILT DOWN TO BOB'S LOWER HALF. PAUSE AS BOB'S LOWER HALF STARTS TO ENCAPSULATE IN ICE.	(ICE CRACKING)
:22	FAST TILT UP TO BOB CLENCHING HIS BLANKET AND GENERIC MUG WHILE FRANTICLY LOOKING AROUND IN DISTRESS. FRANK'S ARM ENTERS THE FRAME, PRESENTING AN EMBER MUG. BOB DOES A DOUBLE-TAKE.	BOB: (While in distress) Shivering (During double-take) huh?
:24	MS OF FRANK HOLDING STEAMING EMBER MUG OUTSTRETCHED TO BOB	FRANK: Temperature matters.
:26	WS OF FIRE WHERE BOB AND FRANK ARE SITTING TOGETHER AND ARE HAPPILY DRINKING FROM THEIR EMBER MUGS.  TITLE: EMBER: THE PERFECT TEMPERATURE EVERY TIME	(FIRE CRACKLING)