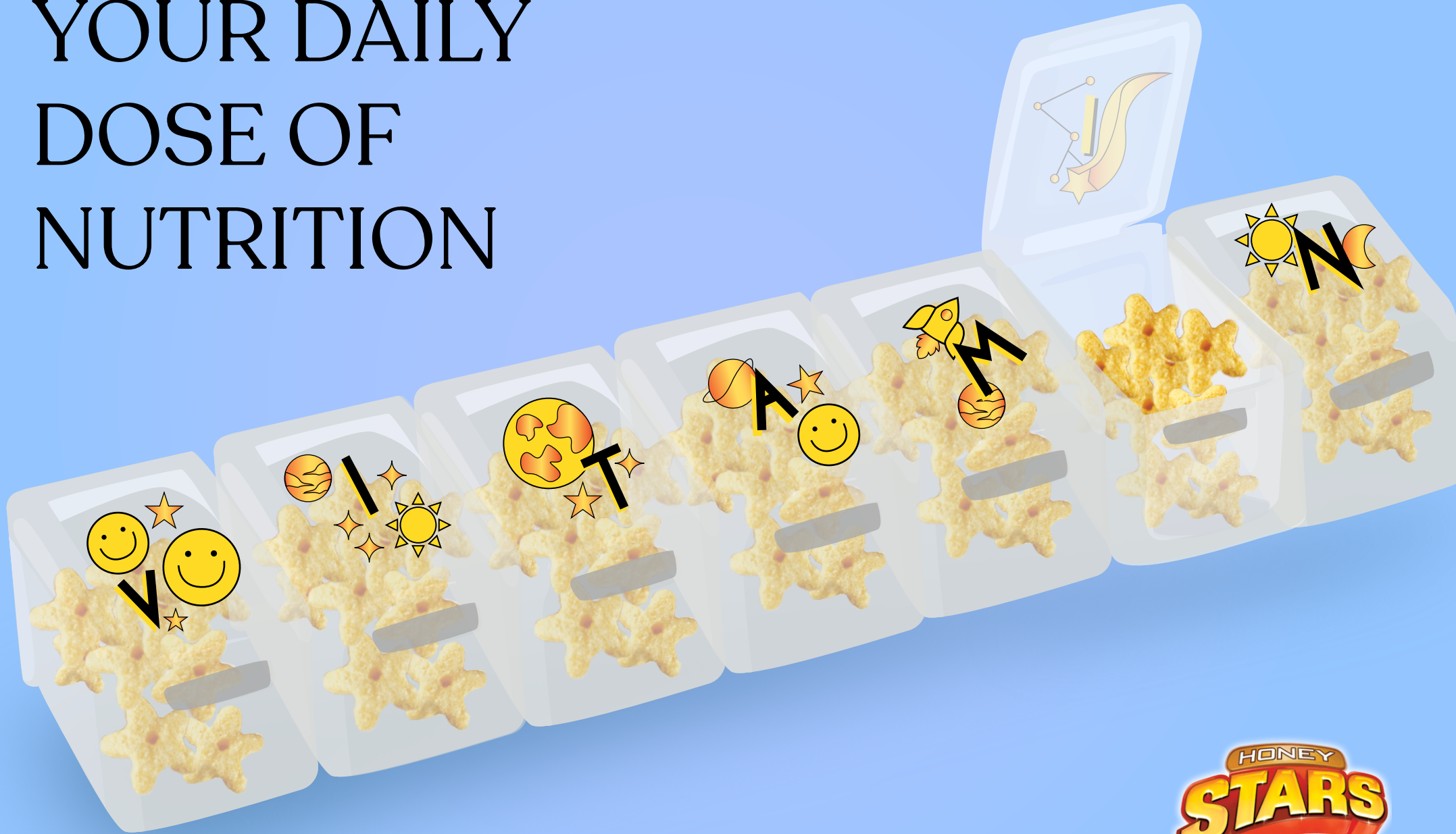




YOUR DAILY
DOSE OF
NUTRITION

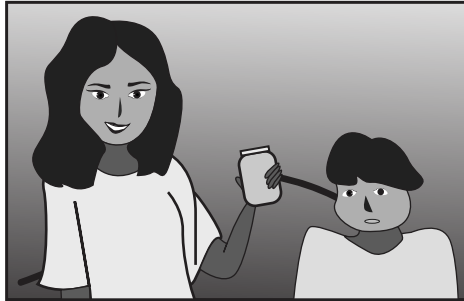


YOUR DAILY DOSE OF NUTRITION



Storyboard

20 Seconds Promotional Video - 7 frames



VO: "Does your child dislike taking vitamins? Are they weary of the nasty taste of something good for their health?"

Attention grabber that is relatable to both parents and children.

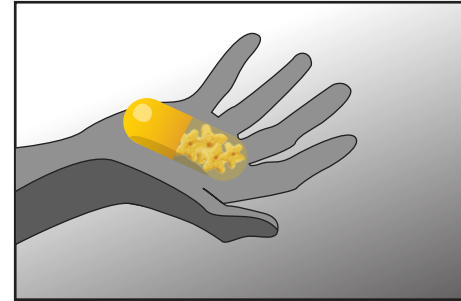
Medium close-up shot of mother and son. Music is soft but upbeat.



VO: "Fret not! Honey Stars is here with more wholesome goodness than ever! Packed with vitamins and minerals, each star is full of the nutrition your child needs."

Shows vitamin bottle to represent nutrition.

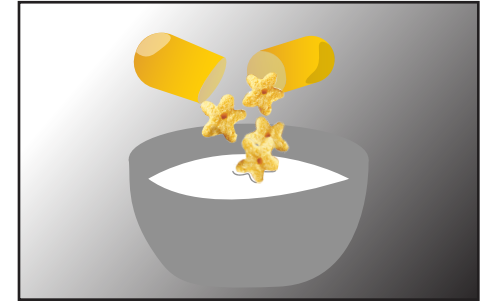
Cut to close up on hand. Music gets louder when bottle is shown.



Kid (off-camera): "Oh wow! There are stars inside!"

Hand moves in front of camera and opens to reveal a 'Honey Star Capsule' from the vitamin bottle.

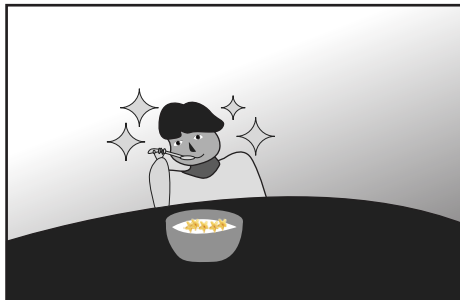
Close-up on hand. Music is riveting and dramatic to stir emotion



fx: Glow when Honey Star touches milk

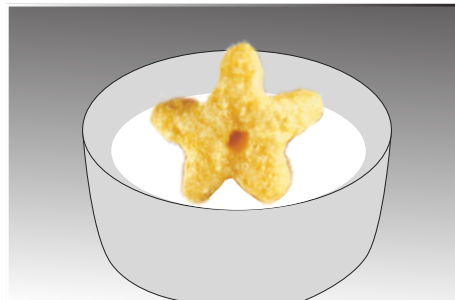
Capsule opens, stars fall in milk

Zoom into bowl, close-up. Snapping sound effect is played when capsule is opened, as well as a chime sound when the milk glows



fx: Sparkles around child's face to show satisfaction from Honey Stars

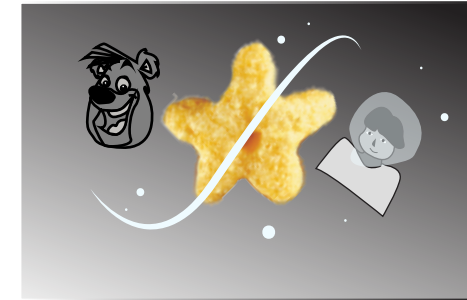
Medium shot when child tries the cereal. Music is suspenseful as a build up, then stops when kid tastes cereal. Music is then upbeat after sparkles appear.



fx: Glow around Honey Star in milk

Close up on cereal and milk.

Transition:
Honey Star stays at the same place during change in scene



VO: "So nutritious, you can even go to space! Grab your nearest Honey Stars today, available even beyond pharmacies now."

Kid and Honey Stars mascot orbiting Honey Star planet to stay consistent with the space theme of Honey Stars.

Medium shot of kid and Honey Stars mascot around Honey Star cereal.