

Pedigree Dentastix
TVC Five Takes

We see a production team in a garden, ready to shoot a commercial. The Producer screams ok and action!

A Man throw away a branch but the dog stays on the ground.
Second take: Again the man throws away a branch but the dog still stays on the floor.

This happens till the 5th take, then the dog starts to chase the branch.

Voice-Over (during the spot)

At the first Glance it seems that your dog isn't in the mood for playing or he is lazy today but it can also be that your dog have pains. Pains in the teeth for example cause 80% of dogs (over the age of three) have gum disease that can cloud their zest of life. To prevent your dog feed Pedigree Dentastix daily.

Packshot & Logo
Pedigree Dentastix