

Play-Doh Campaign 2011  
"Achieving Dreams"  
.30 TV Spot

VIDEO

Scene 1: A 6-year-old African-American boy walks out.

He adjusts his tie and smiles.

Scene 2: An adult African-American chef smiles.

Scene 3: Children play with Play-Doh.

Scene 4: An adult man stands next to a tall, newly-constructed building.

Scene 5: Children of diverse ethnicities play with Play-Doh at school.

Scene 6: An Asian female astronaut smiles.

Scene 7: Children play with Play-Doh at home.

Scene 8: Children laugh in a classroom. They are listening to a teacher and raising their hands.

Scene 9: Cut to screen with Play-Doh logo.

AUDIO

SFX: Soft, inspirational music begins and gradually increases in intensity throughout.

VO: (In a calm, masculine voice) From the moment we are born we are given an opportunity. We are told we can become something.

VO: We do things to help prepare us,

VO: ...to design the blueprints that inspire us...

VO: to achieve our dreams.

SFX: Music reaches inspirational crescendo.

VO: For 55 years Play-Doh has been in the hands of young minds,

VO: ...allowing their creativity to take flight,

VO: ...their ideas to have shape, and their dreams to grow.

SFX: Music fades out.

VO: Where will your imagination take you? To find out, visit Play-Doh on Facebook to enter the "Mold Your Future Sweepstakes."

