

DIALOGUE:

SOUND EFFECTS:
 sounds of putting things on shelves
 low music, light but building up

CAMERA:
 Low camera angle, like from a cats POV

DIALOGUE:

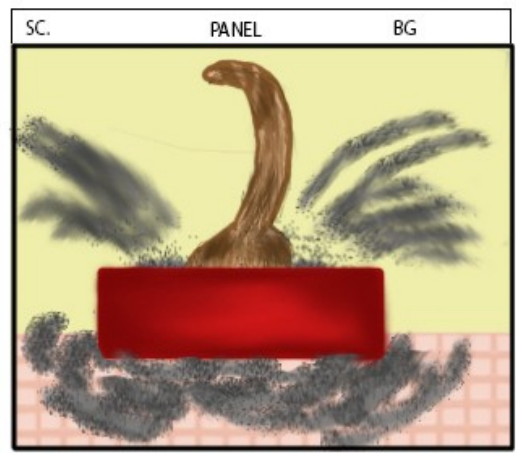
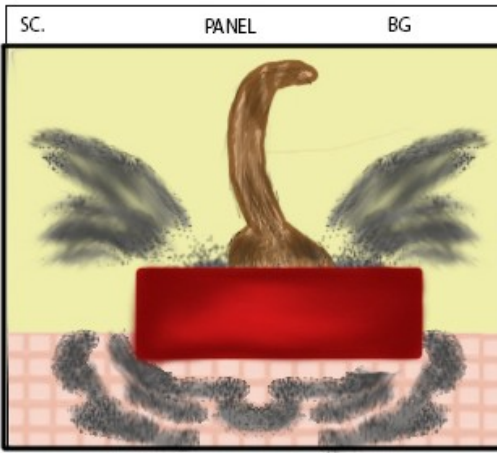
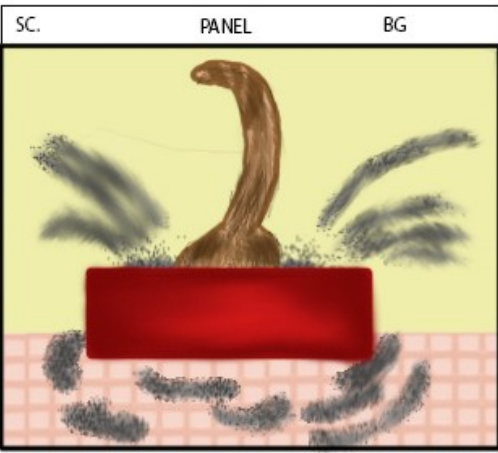
SOUND EFFECTS:
 foot steps walking away
 light music to signify cat getting ready to jump
 in the box

CAMERA:
 dolly-in to get closer to the cat and the box, woman
 walks out of the scene

DIALOGUE:

SOUND EFFECTS:
 music to signify the pounce, sounds of the cat
 landing in the litter

CAMERA:
 camera moves up to get a better view of the box



DIALOGUE:

SOUND EFFECTS:
 light michievous music
 sounds of the cat scratching furiously
 at the litter

CAMERA:
 angle changes to show a front view of the cat
 and the box

DIALOGUE:

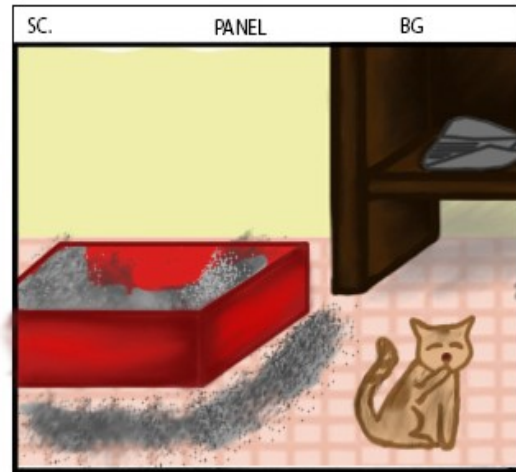
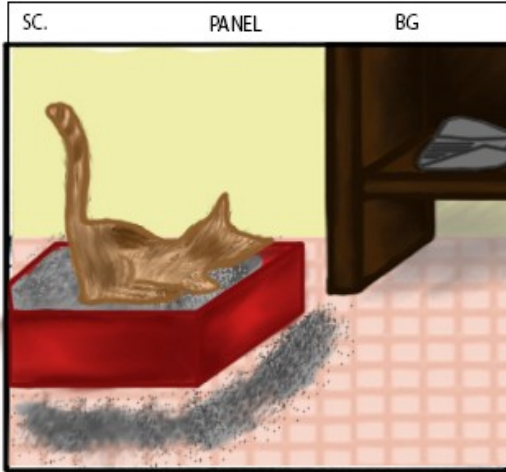
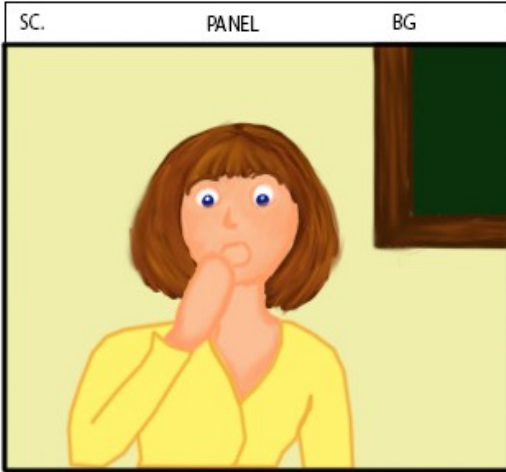
SOUND EFFECTS:
 continued scratching and music

CAMERA:

DIALOGUE:

SOUND EFFECTS:
 continued scratching and music

CAMERA:



DIALOGUE:

Oh no!

SOUND EFFECTS:

Gasp
Music builds to a abrupt halt

CAMERA:

Camera moves high to show woman

DIALOGUE:

SOUND EFFECTS:

CAMERA:

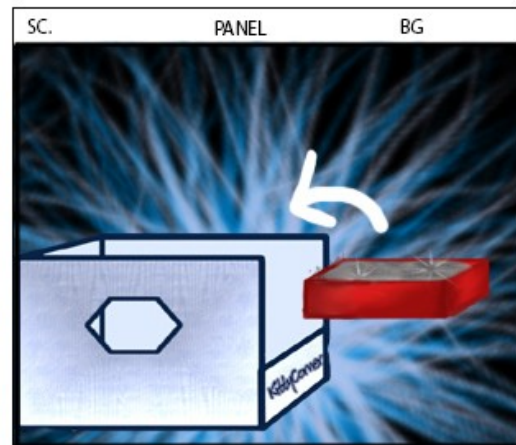
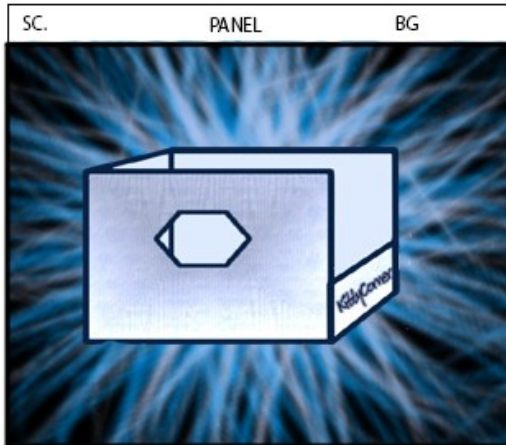
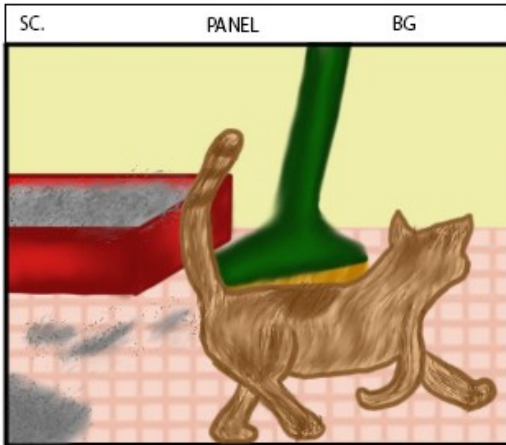
Camera moves back low to show the cat and the mess

DIALOGUE:

SOUND EFFECTS:

sounds of cat jumping out of box
purring happily

CAMERA:



DIALOGUE:

SOUND EFFECTS:

sounds of sweeping, cat walking out of the room

CAMERA:

Low, cat POV angle

DIALOGUE:

N: Stop the messes your cat makes, get him a Kitty Corner box, available in many colors, styles and sizes.

SOUND EFFECTS:

CAMERA:

camera fades to black then fades to show the Kitty Corner Box

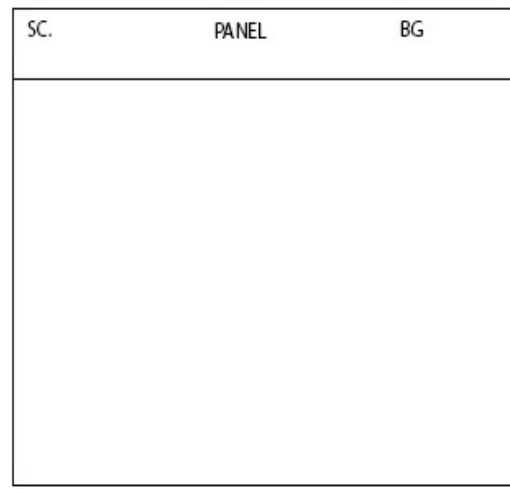
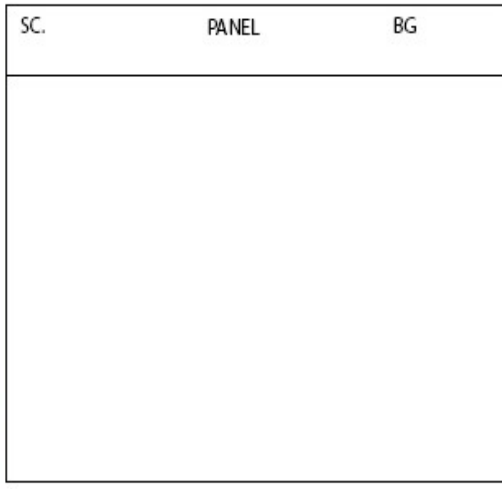
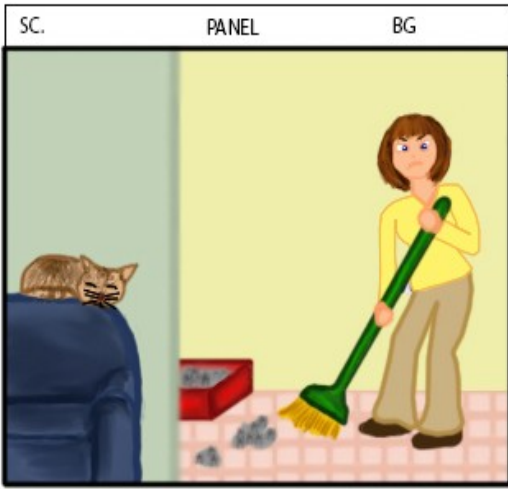
DIALOGUE:

N: His litter box will fit inside with room for your cat to move around and kick litter without getting it all over your floors!

SOUND EFFECTS:

CAMERA:

Fades back to kitchen scene at the end



DIALOGUE:

SOUND EFFECTS:
cat purring, sound of sweeping

CAMERA:
zoomed out view

DIALOGUE:

SOUND EFFECTS:

CAMERA:

DIALOGUE:

SOUND EFFECTS:

CAMERA:

Kitty Concepts presents to you their latest product that will please cats and cat owners. In this ad, we highlight a common problem in the homes of cat owners everywhere, litter. Cats have the predictable habit of kicking cat litter everywhere the second the box is cleaned. What better way to accommodate both the owner and the cat, then to contain the litter in a cat friendly environment? Many cats do not like covered boxes, the Kitty corner is open to give your cat the open feel he needs, but has high walls to keep the litter off the kitchen floor. The box is made of a washable plastic surface and is available in many decorative surfaces guaranteed to please both cat and

owner. The Kitty Corner box, keeping cat owners and cats happy.

Possible Asked Questions:

How much is the Kitty Corner box?

Prices range depending on the detail and features of the box. Plain colored boxes with no windows will start around \$10 and more decorated boxes will run up to \$20.

Where will this product be sold?

Initial market will include pet store chains, and simpler products will be available in big super markets.

How many designs are there?

At this time there are 5 designs, 1 simple, no window design available in 5 different colors (red, blue, white, black, green) and 4 more complex designs with patterns and windows. (samples of the designs would be included for the presentation)

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