

Commercial Script by Mallory Raley

DATE: July 19, 2015

COMPANY/CLIENT: Procter and Gamble

PRODUCT: Tide Plus Febreze Sport

TRT: :30

TITLE: Tide Sport Keeps Boys Fresh

<u>VIDEO</u>	<u>AUDIO</u>
LS INSIDE VEHICLE WITH MOM DRIVING WHILE SWEATY TEENAGE SON WEARING ATHLETIC UNIFORM COVERED IN DIRT AND GRASS STAINS, SITS IN BACK SEAT.	MOM: As a mother of a teenage son, I've learned I can't control everything he gets into...
CU OF MOM WRINKLING NOSE AND ROLLING DOWN WINDOW.	MOM: Or his hygiene habits.
LS OF MOM HOLDING UP GRIMY ATHLETIC UNIFORM AND TOSSING IT IN THE WASHER.	MOM: But I can control how his clothes look and smell with Tide Plus Febreze Sport.
MCU OF UNIFORM IN THE WASHER AND MOM ADDING TIDE SPORT LIQUID DETERGENT.	MOM: Its unique formula does the hard work for me.
MCU OF MOM LAYING OUT THE CLEAN UNIFORM.	MOM: It scrubs away grass and dirt stains and tackles even the foulest odors.
MS ON FOOTBALL FIELD AND SON TALKING TO CHEERLEADER. SHE RUBS HER ARMS AS IF SHE'S COLD. SON TAKES OFF VARSITY JACKET AND DRAPES IT AROUND HER SHOULDERS. CHEERLEADER SMILES AND SNIFFS THE JACKET SHOWING ITS FRESHNESS.	MOM: Tide Plus Febreze Sport also contains renewing freshness technology that keeps his clothes smelling fresh throughout the day.
CU OF TIDE PLUS FEBREZE SPORT.	MOM: So I can rest easy knowing that Tide Plus Febreze Sport has my back.