



GROUP 5
Advertising

“MOMS” :30 ENGLISH TELEVISION SCRIPT

CLIENT: FDOH HEALTHY START – CREATIVE DIRECTOR: DAMION WASYLOW

SHOOT DATES: 5/10 & 5/11/07

Mix of to camera and V/O over scenes with baby.

Mix of to camera and V/O over scenes of woman at home, including looking lovingly at belly while rubbing.

Mix of to camera and V/O over scenes with baby.

To camera.

To camera smiling as she looks down at her baby. Closeup of big baby smile.

Graphics overlay with program logo, phone and Web address as well as, “This message brought to you...” language and FDOH logo.

MOTHER 1:

From day one, I knew life would be different. Suddenly, I had to put someone else first.

Pregnant Woman:

That’s why I asked my doctor to complete the Healthy Start screening form. The screening pointed out risks that could effect our health.

MOTHER 2:

Based on our needs, we received free, helpful services. Like childbirth preparation, stress relief and parenting classes.

Pregnant Woman:

I asked my doctor to complete the Healthy Start screening form.

MOTHER 1:

And it looks like I made the right choice for both of us.

ANNOUNCER:

Every baby deserves a healthy start. Ask your healthcare provider to complete the Healthy Start screening form.