



Scrubbing Bubbles Fizz-Its Television Commercial

Television Advertisement Written by Thomas A. McKean – 07/18/13
<http://www.thomasamckean.com>

Scrubbing Bubbles Fizz-Its Commercial

1 INT. BATHROOM - DAY

1

Young housewife and mother is on her hands and knees scrubbing a toilet. She is wearing rubber gloves, a smock, and dirty old clothes. You get the feeling if she was dressed a bit nicer, she would be very attractive.

She is working on a particular spot we can't see (due to the angle of the shot), but we can see she is frustrated and whatever product she is using to clean the toilet just isn't working for her.

Her 6 or 7 year old daughter comes in and the mother looks up at her with exasperation. Mother is not happy.

GIRL

Mommy? I have to go potty.

MOTHER

It'll have a wait a few minutes,
Honey. Mommy is a little busy.

GIRL

(DESPERATE)

But, Mommy! I *really* have to--

ABRUPT CUT TO:

2 INT. FRONT DOOR - DAY

2

Empty entryway to house. The camera is focused on the front door. A door bell rings.

SFX

>DING DONG< >DING DONG<

ABRUPT RETURN
TO:

3 INT. BATHROOM - DAY

3

Mother stops scrubbing and sighs, frustration mounting.

MOTHER

What now?

4 INT. HALLWAY - DAY

4

Exterior of bathroom. Mother walks out the door. As soon as she is out, the girl slams the door shut and we hear from behind the door the sound of a toilet seat slamming down on the bowl as she prepares to go.

Mother rolls her eyes.

5 INT. FRONT DOOR - DAY

5

Mother, still dressed to clean, complete with gloves, answers the door. It is her friend.

ANGLE - EXTERIOR OF HOUSE, LOOKING IN

MOTHER

Oh no. I completely forgot I invited you over for coffee!

ANGLE - PREVIOUS

Friend walks through the door into the house. DURING:

FRIEND

What's going on?

6 INT. LIVING ROOM - DAY

6

The two walk toward the kitchen.

MOTHER

Just having some trouble cleaning the bathroom.

FRIEND

I see. Well, do what I do. Don't work harder, work smarter. With Scrubbing Bubbles Fizz-Its!

Pause in the middle of living room.

MOTHER

(LOOKING AT FRIEND
CURIOSLY)

Scrubbing Bubbles Fizz-Its?

FRIEND

Why, sure!

ANGLE - CLOSE ON FRIEND'S HAND

Friend reaches into her purse and pulls out an individually wrapped Scrubbing Bubbles Fizz-It.

ANGLE - PREVIOUS

FRIEND

Simply drop a Scrubbing Bubbles Fizz-It into the bowl. Wait 30 minutes, then brush and flush. No muss, no fuss.

ANOTHER ANGLE

Mother takes the tablet from Friend.

FRIEND

The tablet dissolves in effervescent energy that leaves your toilet sparkling clean and smelling April fresh!

ANGLE - ON MOTHER

Mother looks at tablet appreciatively.

MOTHER

I see. Scrubbing Bubbles Fizz-Its do the work so I don't have to.

ANGLE - ON FRIEND

FRIEND

That's right!

7 INT. KITCHEN - DAY

7

Mother and friend are at the kitchen table enjoying coffee. Mother has her hair combed and is dressed in shirt and jeans. Gloves are off and she looks very pretty.

MOTHER

Thanks for helping me out.

FRIEND

No problem.

ANOTHER ANGLE

Flush is heard in the background.

SFX

>Flush<

Daughter comes into the kitchen.

GIRL

All done, Mommy.

MOTHER

That's okay, Honey. From now on, we
use Scrubbing Bubbles Fizz-Its!

END