

		ON AIR INTEGRATED PROMO SCRIPT	
Spot #:			
Spot Name:	Modern Family / Oreo	Length:	30
Writer/Producer:		Olsen / Bowyer	
Net Date:			
BS&P Info:			
Music Title	CD	Cut	Composer
NOTES		SOT'S/VO	

Graphic (ABC Every Wednesday)

EVERY WEDNESDAY ON ABC...

Modern Family group shot celebrating.

MODERN FAMILY CELEBRATES FAMILY IN THE FUNNIEST WAYS...

Appropriate group shots from Modern Family leading up to soundbite

**WITH PARENTS,
(Modern Family sound bite)**

Appropriate group shots from Modern Family leading up to soundbite

**GRANDPARENTS
(Modern Family sound bite)**

Graphic (For 100 Years)

AND FOR 100 YEARS...

Video or graphic representation of 'OREO cookies and milk,' depending on what is available

OREO HAS HELPED CELEBRATE THAT KID INSIDE ALL OF US...

CU kid's hand picks up a cookie and twists or a graphic 'twist,' depending on what is available.

CU cookie being licked or a graphic 'lick,' depending on what is available.

WITH A TWIST,

CU cookie being dunked in a glass of milk or a graphic 'dunk'

A LICK,

AND A DUNK.

Graphic (OREO 100th Birthday logo and Twitter hashtag: #oreomoments)

HAPPY 100th BIRTHDAY OREO!

Modern Family end graphic
With Wednesday titling
full screen abc

**ABC'S MODERN FAMILY,
WEDNESDAYS AT 9/8 CENTRAL**

ON ABC