

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

(It's snowing outside a cozy house twinkling with holiday lights. Slowly move into the home to see a family in the midst of a few holiday traditions.)

VO: WALMART AND ABC

In the KITCHEN, we see Mom and daughter happily baking cookies. The dog peeks his head above counter, then causes a funny commotion that interrupts this heartwarming scene.

VO: COME TOGETHER TO CELEBRATE THE HOLIDAY SEASON.

(SFX: Mom and Daughter giggling)

In the FAMILY ROOM Dad and son are decorating a Christmas Tree when dog bounds into the scene knocking over a box of decorations. A wreath lands around his neck.

(SFX: Dad and son giggling)

Daughter peeks out from kitchen.

(SOT – DAUGHTER, "IT'S TIME!")

We cut to FAMILY ROOM
(Christmas tree in bg) where the entire family quickly settles on the couch. Mom sits down with giant bowl full of popcorn. Dog leaps onto the couch, smacks into bowl. Popcorn flips out.

VO: CELEBRATE ALL SEASON LONG WITH A BRAND NEW FAMILY TRADITION

A FLAT SCREEN TV with ABC's Home for the Holidays gfx keyed on screen

VO: ABC'S HOME FOR THE HOLIDAYS
(ver: Charlie Brown Christmas, Shrek the Halls, Grinch, Santa Clause Coming to Town)

We slowly pull out from our happy family on the couch as they enjoy this family tradition.
Walmart gfx (walmart.com, Facebook)

VO: FOR EVERY FAMILY TRADITION GET WHAT YOU NEED AT WALMART