



Objective: To further Glade's branding awareness, we've designed a two part on-air execution that sheds light on the fact that scent is as much a part of building memories and inspiring feelings as the actual event itself. Glade is at the heart of so many of life's special moments, so much so, that a mere whiff of a fragrance inspires all those feelings associated with a particular moment in time.

Concept 1: NBC's *Marry Me Before & After*

Spot 1: The Before

We slowly enter the front door of Annie's apartment. The door squeaks ever so faintly. It's the end of the day so the sun has gone down. As the camera casually moves about her apartment, we soon discover that this apartment is being transformed...no, not in the refurbished sense. Her personal space is undergoing the kind of change that occurs when someone is meticulously setting the stage for a *very special night* with a *very special someone*.

Just then, a woman's hand taps a phone device and we hear soft music. Next, the Roman shades are lowered and the lights are dimmed. We see her hands setting up two places at the table, complete with her best tableware, vase full of blooming flowers, expensive bottle of wine/glasses, and a gift box wrapped in Happy Anniversary wrapping paper. Her hand lovingly strokes the card that reads: *Happy Anniversary Jake*.

A voiceover provides a little insight to our viewers saying something like, "*There are some moments in life that require turning on your senses...*"

We see her hand turn down a bright lamp, light a Glade candle and we get a full look at the transformed apartment.

Voiceover, "*Because scent makes us feel like nothing else can...*"

And, at last, we see her hands set down the last piece of this romantic puzzle – a scented Glade candle in the middle of the table. This place is now the perfect love nest. We zoom in on the candle and, just then, hear a key turn in the front door lock. The door squeaks and voiceover says, "*Inspiring the best feelings in any home. Glade.*"





(Concept 1: NBC's Marry Me Before & After - Continued)

Spot 2: The After

We descend upon Annie's apartment hours later after the above scenario. We open on the same shot we ended with in the previous spot – the Glade candle is still burning in full glory.

Voiceover: *"When you breathe in scent, you feel..."*

As we pull out a little wider we see an unexpected result to the previous spot's set up: the flowers are now just a little wilted, and the dinner (an overly cooked shrunken chicken) hasn't even been touched, and the wine glasses are still quite full. Next to the empty bottle we see the gift has been opened...it's a pair of men's athletic socks.

Announcer: *"A room with fragrance, sets the stage for...well...a happy life."*

Panning over to the living area reveals the backs of Annie and Jake's heads, separated. One on the couch, one in a neighboring chair. They are each snoring – LOUD. The television displays the test pattern denoting that it's late at night. Somehow the romantic evening didn't end quite as planned.

Voiceover: *"Scent makes us feel like nothing else can..."*

Cut to product shot billboard with voiceover, *"Inspired by the best feelings in the world. Glade."*

Cross-Property

This before/after scenario could easily translate to another NBC show (i.e., About A Boy featuring Will's apartment before/after a date) or across various NBCU properties.





Concept 2: Fresh Scents of Marriage (Custom Commercial)

Marriage is the coming together of two types of people (He's the yin. She's the yang. He zigs and she zags) and Glade products address this diversity by doing the same with its scents.

In a series of short :10 or :15 spots, we'll feature highly-relatable moments in marriage that point to your differences and how Glade products perfectly address the issue by providing a seeming solution.

On-Air Spot

We'd open on a problem, for example a pair of men's stinky, wet workout attire on the bedroom carpeted floor then cut to a full product shot of the solution, say Glade Carpet & Room Odor Eliminator.

In another piece we might see a guy hanging out in the family room with his boys smoking cigars. Solution: Glade Clean Linen Fabric and Air Odor Eliminator. Or we could move to the bathroom to discover a pile of wet towels on the floor. Solution: Sunny Days Clean Linen 2 in 1 Candle. Or maybe we see a smoky kitchen with a stovetop splattered in burnt chili ingredients he prepared for weekend football watching. Solution: Creamy Custard Apple Cinnamon candle.

The voiceover could be something to the effect of, "Glade knows the feeling of when two types of people live as one...shouldn't there be scents that do the same?"

Logo gfx and voiceover, "Inspired by the best feelings in the world...Glade."

