Client: Kal Kan

Title: "Rescue Dog"

TV Commercial: 30 sec

VIDEO

1. OPEN ON DISASTER SCENE WITH

RESCUERS AND DOG SEARCHING

DEBRIS.

2, CUT TO DOG SNIFFING AND LEADING RESCUER THROUGH DISASTER SITE.

3. CUT TO DOG PULLING OUT DUMMY

VICTIM.

4. CUT TO RESCUER PETTING DOG.

5. PRODUCT SHOT.

6. CUT TO DOG FOOD IN BOWLS

WITH WORDS OF MINERALS,

VITAMINS AND PROTEIN.

7. CU OF KAL KAN IN BOWL.

8. PAN OUT TO REVEAL DOG

EATING OUT OF BOWL.

9. RESCUER CUDDLES WITH

DOG

10. PRODUCT SHOT WITH TAG

LINE: KEEPS YOUR DOG WORKING

AT HIS BEST.

AUDIO

ANNCR: When your dog is training

for the worst, he needs to be at his

best...

RESCUER: (TO DOG) Way to go

boy!

...and Kal Kan helps train your dog

with every can. By providing a full

coarse of minerals, vitamins, and

protein your dog receives a

nutritionally balanced meal that keeps

him training hard. At his best. And

Kal Kan has real meat your dog can

enjoy after a hard days training.

RESCUER: The world feels safer

tonight boy.

ANCCR: Kal Kan. Keeps your dog

working at his best.