

MR. CLEAN MAGIC ERASER: 30 SECOND COMMERCIAL

Production notes:

Mom: 35 years old, looks like Patricia Heaton in her role as Debora Barone in Everybody Loves Raymond, brown hair

Son (Justin): 3-5 year old son. Looks like Sawyer Sweeten, in his role as Geoffrey Barone in Everybody Loves Raymond. Blond hair

Voice over: Mr. Clean voice from other ads, deep, male

Music: Do You Believe in Magic by The Lovin' Spoonful, just the lyrics "do you believe in magic" will be played, background music plays on without lyrics

SFX: suspenseful music, like Jaws theme or scary movie

Mr. Clean Music: Din, din, din (pause) din, din, din

[Storyboard below]

Mr. Clean Magic Eraser- 1 sec fade in, 28 secs, 1 sec fade out



Mom's POV, opening the door to a room
SFX: suspenseful music; door creaking
Audio: Mom: "Justin what are you doing?"
(3 seconds)



Zoom on "Justin's" face, he looks like he got caught doing something wrong, holds up hands covered in paint as camera zooms out to show paint covered wall
Music: silence
Audio: Justin: "uh"
(4 seconds)



Mom looking at wall, think she is going to be mad but instead she just smiles
Music: "do you believe in magic",
Audio: Mom: "Oh Justin, it's beautiful!"
(4 seconds)



Mom and son hug, laughing happy
Music: "do you believe in magic"
Audio: Mom "I think we should put this on the wall of fame"
(3 seconds)



Son takes picture of wall with Polaroid camera
Music: "do you believe in magic"
(3 seconds)



Mom puts picture on fridge with other pictures of walls her son has drawn on
Music: "do you believe in magic"
(3 seconds)



Mom cleaning off wall with Mr. Clean Magic Eraser
Music: ends
Voice over: "The Mr. Clean Magic Eraser works like magic on tough grime..."
(4 seconds)



Mom and Mr. Clean looking at a very clean wall
Voice over: "... without the use of harsh chemicals, you'll encourage your kids to be messy just so you can use it. There's a reason it's called the *Magic* Eraser"
Music: Mr. Clean Noise
(4 seconds)