

Aardvark Advertising
201 W. Sixth Street
Los Angeles, California
BROADCAST DEPT.

CLIENT: Anheuser Busch
PRODUCT: Bud Light
TITLE: "Jungle Sage"
WRITER: R. Donald
LENGTH: 30

<u>VIDEO</u>	(SHOT TIMES)	<u>AUDIO</u>	(TRT)
<u>FADEUP ON:</u>			
1. MLS, SAM & JOE, YOUNG EXPLORERS, HACKING THROUGH JUNGLE WITH MACHETES	(:02)	1. SFX: JUNGLE NOISES UP AND UNDER	(:02)
<u>CUT TO:</u>			
2. MS, SAM, NOW STOPPED, AND CONSULTING MAP AND GPS DEVICE. HE LOWERS MAP WITH SERIOUS & EXCITED LOOK ON HIS FACE	(:03)	2. <u>SAM</u> : It should be right here...	(:05)
3. MS, 2-SHOT: JOE LOOKS TO LEFT & POINTS EXCITEDLY AND MOVES OFF IN THAT DIRECTION	(:02)	3. <u>JOE</u> : There! Through those trees!	(:07)
4. MLS, REVERSE ANGLE ON EXPLORERS AS THEY HACK THROUGH BRUSH, REVEALING ANCIENT TEMPLE AHEAD OF THEM	(:02)	4. MX: MIX IN INDIANA JONES THEME MUSIC	(:09)
<u>DISSOLVE TO:</u>			
5. REVERSE ANGLE MS OF EXPLORERS ENTERING TEMPLE, LOOKING UP, DISCOVERING A THRONE AND A HIGH PRIEST AND HIS ENTOURAGE OF ATTENDANTS. THEY APPROACH	(:03)	5. MX: MIX OUT JUNGLE SOUNDS, JONES MUSIC, & CROSSFADE TO DRUMS, TEMPLE SOUNDS	(:12)
<u>CUT TO:</u>			
6. MS EXPLORERS AS THEY STEP UP STAIRS TO THRONE LEVEL OF HIGH PRIEST.	(:01)	6.	(:13)
7. MCU, SAM	(:05)	7. <u>SAM</u> : Oh ancient sage, tell us your secret to a long, happy life.	(:18)
8. CU, HIGH PRIEST	(:04)	8. <u>PRIEST</u> : (MATTER-OF-FACTLY) Eat plenty of veggies, exercise and chill out.	(:22)
9. MCU, SAM	(:01)	9. <u>SAM</u> : (INCREDULOUSLY) That's it?	(:23)
10. MS, HIGH PRIEST, FROM SIDE WITH ENTOURAGE IN BACKGROUND. HE HOLDS UP A BOTTLE OF BUD LIGHT	(:04)	10. <u>PRIEST</u> : And, of course, plenty of Bud Light. (ENTOURAGE CHEERS)	(:27)
<u>DISSOLVE TO:</u>			
11. BUD LIGHT LOGO	(:02)	11. MX: CROSSFADE TO INDIANA JONES MUSIC	(:29)
12. <u>FADEOUT</u>	(0.5)	12. AUDIO FADE	(:29.5)

