



Client	Spudshed
Product	Fresh food market "Less hands"
Job	30 second TVC
Date created	1 March 2013
Last revised	26 March 2013 Revision 3

Vision	Audio
We see Tony, in his trademark blue singlet and Stubbies shorts, striding through a field of lettuce. Super: <u>Tony Galati</u>	<u>Tony, to camera:</u> My family's been growing fruit n veg for generations.
He crouches down to select a lettuce.	When I thought about how many hands our produce had to go through to get to you... ...and what that did to the price...
He pulls out his lettuce cutter and cuts the lettuce head off at ground level, with a swoosh sound effect	...I thought, "that's bull".
Cut back to a mid-shot of Tony as he picks up the severed head of lettuce.	So now we sell direct to <u>you</u>
As he swings around, we see that he's now inside the Spudshed, handing the lettuce to a customer.	...from our own Spudshed.
Cut to a high wide shot of the store, full of customers, all smiling.	And, with savings of up to 25% on a weekly shop, our customers seem to like the idea of buying direct.
We super the logo. Spudshed Fresh Food Market. Baldivis, Jandakot, Mandurah & Wanneroo spudshed.com.au	Spudshed. We grow it. We sell it. You save.