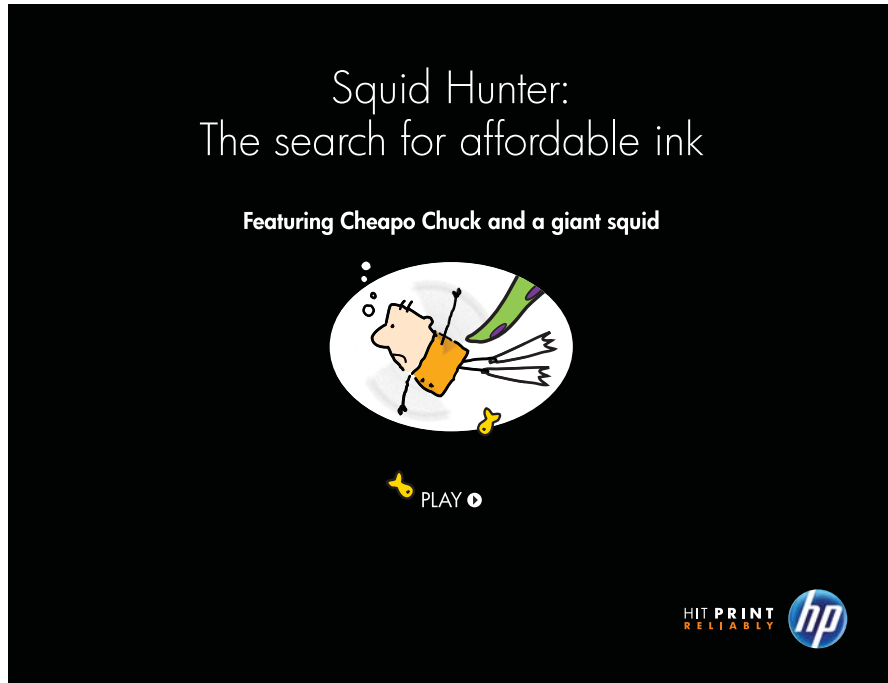


Save on Ink title screen

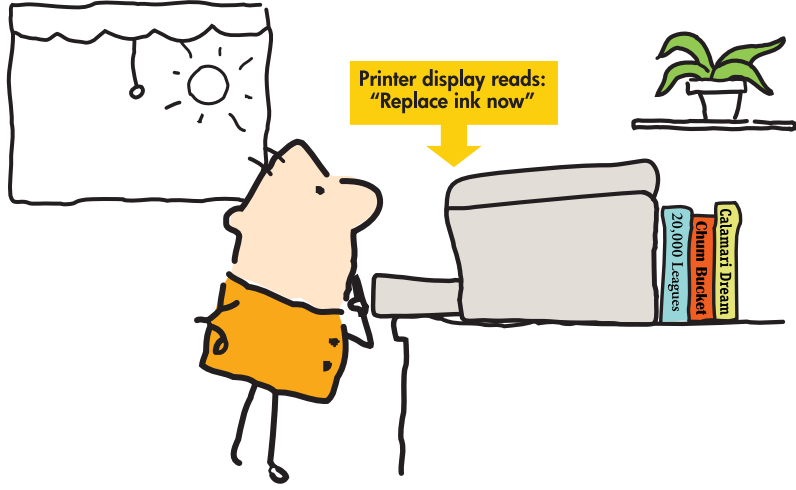


Scene 1: Running out of ink

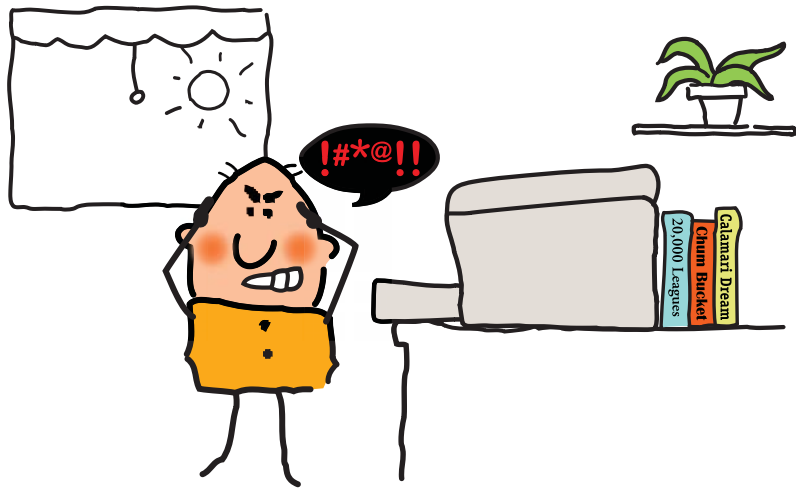
MUSIC: Killer Tracks KT 87 Pizzicato Blues. Establish and continue under until SFX of CHUCK diving in the ocean.

VISUAL: Dissolve to CHUCK standing by the printer located near a window. He is eagerly waiting for a printout—but nothing happens.

A CALLOUT points to printer display: "Printer display reads: Replace ink now"

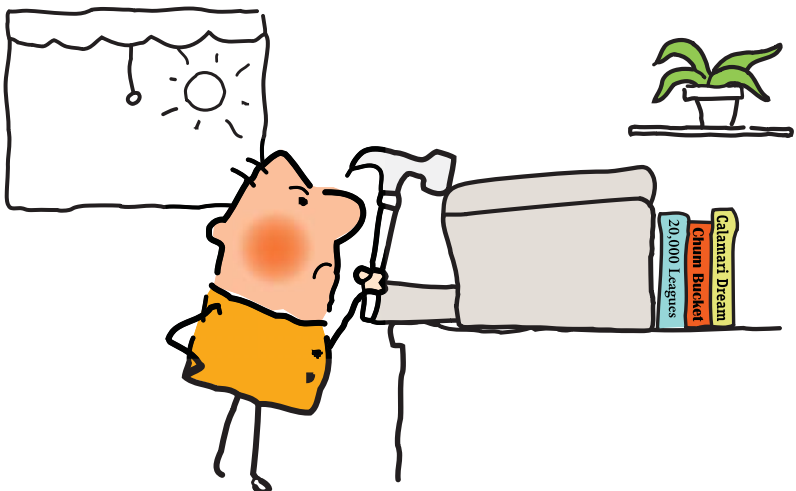


CHUCK: Muttering angrily...



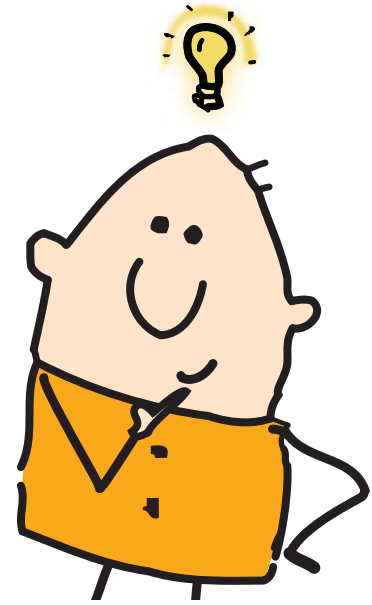
...and smacks the printer.

SFX: CHUCK smacks printer.



VISUAL: Cut to ECU of CHUCK as he gets a bright idea. (We see a little light bulb appear over his head.)

SFX: Ping as light bulb appears

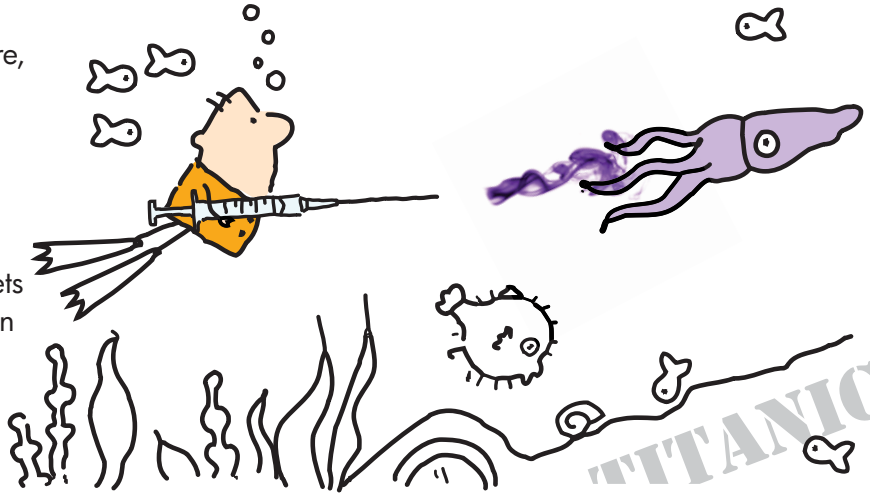


Scene 2: 10,000 leagues under the sea

MUSIC: Begin Killer Tracks KOK2305, Storm and Fire, at about :06 (trumpet figure). (Alternate music: Killer Tracks BPM1012, THE STORM). Continue as CHUCK swims after squid.

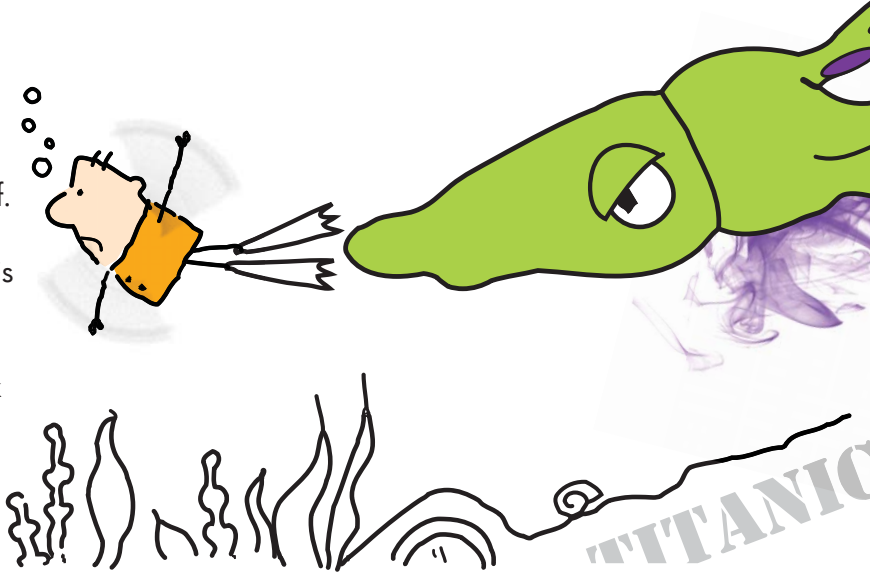
VISUAL: Cut to CHUCK, leisurely kicking, swimming after a small squid. Three fish follow behind him. He gets closer to the squid as they all move left across the screen and disappear out of frame.

ANNCR: Chuck thinks that catching squid is the cheapest way to get more ink for his printer.



VISUAL: Suddenly, the other fish in the scene dart off. CHUCK enters from right, swimming in the opposite direction as fast as he can, arms rotating wildly, as he is being chased by a giant squid.

ANNCR: There are easier ways to save money on ink than tangling with a giant squid.



VISUAL: Cut to black.

SFX: CHUCK screams.



Scene 3: Enter HP

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VISUAL: Cut to CHUCK staggering out of the ocean, clearly bedraggled and covered in ink.

MUSIC: As CHUCK staggers up the beach, cut to very end of Storm and Fire (as violins play big ending chords). If that doesn't work, simply fade out.



VISUAL: Dissolve to CHUCK as he walks up to an office supplies store.

SIGN AT STORE: OFFICE SUPPLIES GALORE AND BEYOND MORE
BIG SALE

ANNCR: Psst, Chuck!

9



VISUAL: Cut to ECU of CHUCK facing forward, responding to Announcer.

ANNCR: Buy multi-packs, and you'll pay at least 10% less than if you bought individual ink cartridges separately.

VISUAL: CHUCK gives an excited little gasp. He blinks.

MUSIC: Killer Tracks NM097, Oh Yeah!, (Alternate: Killer Tracks ATMOS120, Gloria) Creep in under announcer so it builds on cut to CHUCK. For Oh Yeah!, music starts under shot of CHUCK blinking—back-timed so we cut to CHUCK jumping with joy at about :10. For Gloria, begin to creep in at about :06 seconds so cut to CHUCK occurs at :10. Either way, continue music to end.

ANNCR: That's right. And...

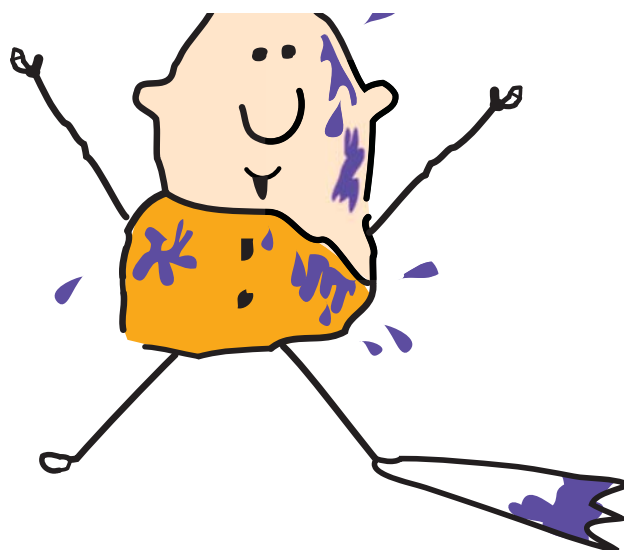
VISUAL: Chuck jumps up and out of frame.

ANNCR: ...when you buy multi-packs, you can print longer...

10



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12

VISUAL: Cut to CHUCK rising up into the sky. As he jumps up, the remaining flipper flies off of his left foot and out of frame. An angel flits/tilts in the sky.

MUSIC: Heavenly music/harp/singing (see music cue, above)

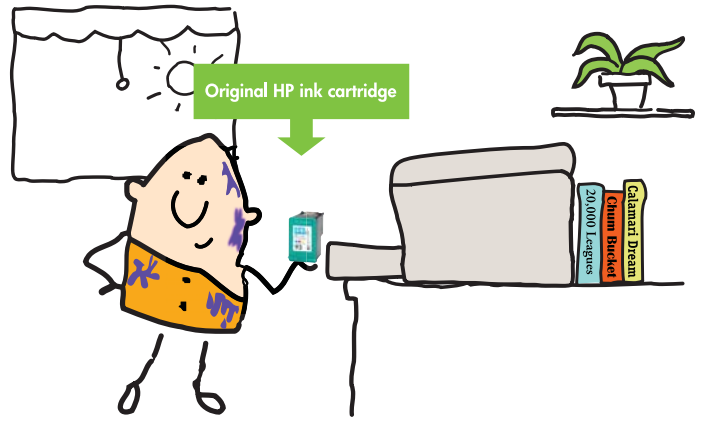


Scene 4: The fine print

VISUAL: Dissolve to CHUCK in his office—still bedraggled, but he does have a new ink cartridge.

CALLOUT points to cartridge: Original HP ink cartridge

ANNCR: ...without running out of ink.



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ANNCR: ...So you can stop making all those last-minute trips to the store.

CHUCK installs the new ink cartridge.

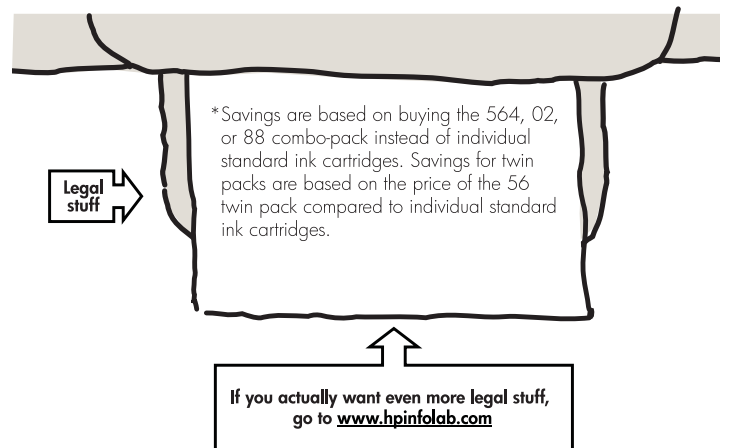


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Cut to CU of printout as legal/disclaimer copy prints out: Savings are based on buying the 564, 02, or 88 combo-pack instead of individual standard ink cartridges. Savings for twin packs are based on the price of the 56 twin pack compared to individual standard ink cartridges.

FLASHING CALLOUT 1: Legal stuff. **FLASHING CALLOUT 2:** If you actually want even more legal stuff, go to www.hpinfo.com.

ANNCR (very fast): Savings are based on buying the 564, 02, or 88 combo-pack instead of individual standard ink cartridges. Savings for twin packs are based on the price of the 56 twin pack compared to individual standard ink cartridges.

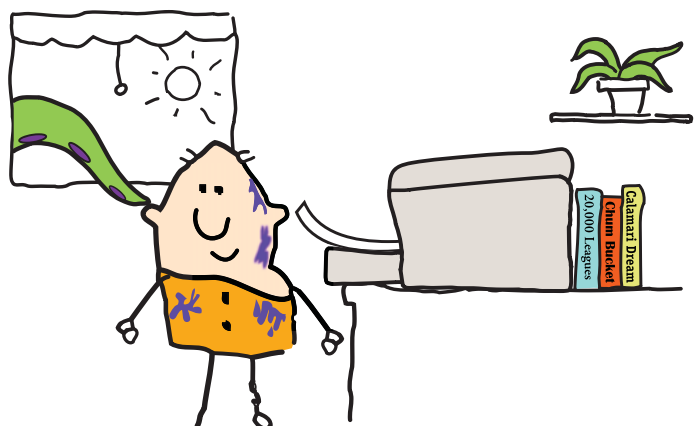


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VISUAL: As the voiceover reads the text above, cut back to CHUCK in office. A tentacle comes through the open window by the printer and tickles CHUCK.

GIANT SQUID: Kootchy-koo.

VISUAL: Fade to black.



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