



7.

ACTION: A soccer ball flies on-screen and hits the word bowling.

SFX: soccer ball hit/ low thump

TIME: 1 SECOND



8.

ACTION: As it bounces away it reveals the word "soccer." Background changes to simple soccer theme.

TIME: 1 SECOND



9.

ACTION: A Weeble wobbles onto the screen.

TIME: 1 SECOND



10.

ACTION: As the Weeble rotates to the right, we transition to a 3D demo animation of the Weebles Soccer product.

SFX: slide-whistle

TIME: 1 SECOND



11.

ACTION: Beauty shot of Weebles Soccer product. Product does a slow 180 degree spin, to highlight its shape and features.

TIME: 3 SECONDS



12.

ACTION: Camera pulls in closer to product.

MUSIC: Fades down so as not to be distracting, but continues throughout the animation, to keep the pace energetic.

TIME: 2 SECONDS



13.

ACTION: Child's hand throws ball. It hits large, flat, soccer weeble/target.

SFX: thump!

TIME: 2 SECONDS



14.

ACTION: Soccer weeble swings forward and back. As weeble is swinging camera pulls back out to show more of product. We see lights blinking on and off.

SFX: Air horn, then cute voice saying "Goooooal!"

TIME: 3 SECONDS



15.

ACTION: Hand throws ball again and the soccer weeble swings forward and back again. Lights alternate blinking from left to right side.

SFX: Thump sfx followed by crowd cheering/ clapping/ ta-dah sfx.

TIME: 3 SECONDS



16.

ACTION: Camera moves over to the left side of product and zooms in. Child bats at the referee cylinder and it spins.

SFX: Referee whistle, then cute voice saying, "Overtime!"

TIME: 3.5 SECONDS



17.

ACTION: Camera pulls back out again to full-shot. Child hand places 3D weeble in container. Lights above turn on and off in a marquee-style light pattern. Animation of light pattern makes its way up to red, super-bright LED, which then flashes on and off.

SFX: Children giggling and then cute voice saying, "Let's play!"

TIME: 5 SECONDS



18.

ACTION: Child hand pokes weeble and it rocks back and forth. Lights animate on and off, from the right side, over to the left, and back again.

SFX: slide whistle, followed by cute "sports music ditty."

TIME: 4 SECONDS



19.

ACTION: Camera pulls out to full-shot of product. Child throws ball at target one more time.

SFX: Boi-oi-oing followed by cute voice saying, "You did it!"

TIME: 3 SECONDS



20.

ACTION: As camera pulls back out to final beauty shot of product, lights continue to blink in an animated pattern.

SFX:

TIME: 3 SECONDS



21.

ACTION: The Wee Sports soccer product moves to center of screen. Photos/illustrations of other Wee Sports products now pop on-screen and slowly rotate around the soccer product.

SFX:

TIME: 3 SECONDS



22.

ACTION: Camera dissolves to Playskool logo.

SFX:

TIME: 4 SECONDS



23.

ACTION: Camera fades to black.

SFX:

TIME: 1 SECOND.

24.