

1A



LIVE ACTION

SLOW TRUCK IN

A young mother sets at a dining room table holding her baby who is eating.

The mother returns a baby spoon to a jar of Nestle cereal.

1B



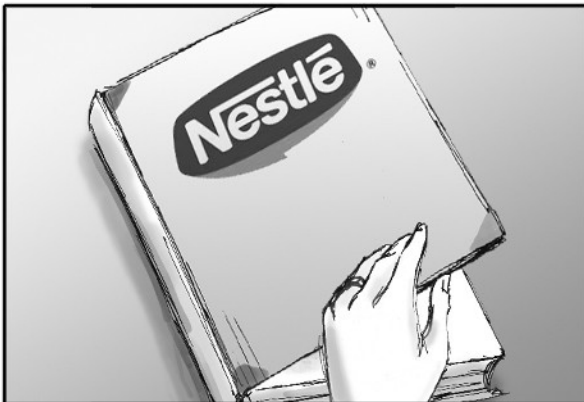
A storybook sets next to the cereal jar on the table.

MOTHER

How about a story?

MUSICA: AMBIENTAL DE FONDO

2A



The CAMERA SLOWLY TRUCKS IN toward the storybook as the mother opens the cover.

2B



MOTHER V.O.

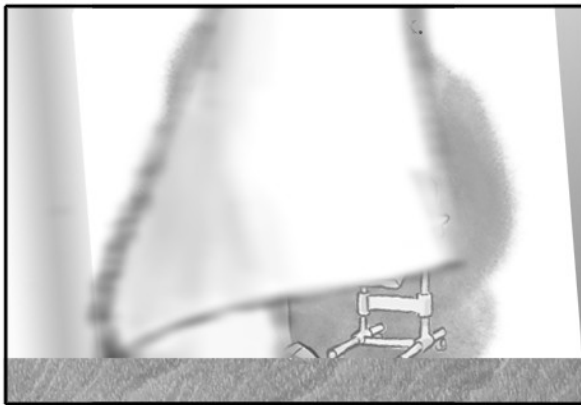
Once there was a mother who wanted to give her baby the best cereal.

2C



As the CAMERA TRUCKS IN CLOSER the illustration subtly comes to life.

2D



PAGE TURN

3A



Mother visits a wise man.

MOTHER V.O.

*The mother went to a wise man.
"What baby food has the ideal
balance of nutrients?" she asked.
The wise man did not know.*

3B



The CAMERA PANS across the page to another illustration.

4A

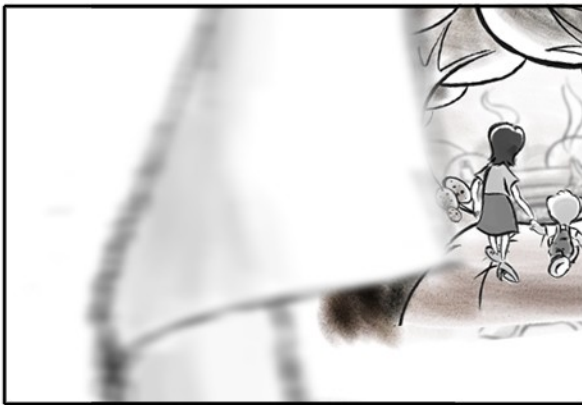


Mother meets the King.

MOTHER V.O

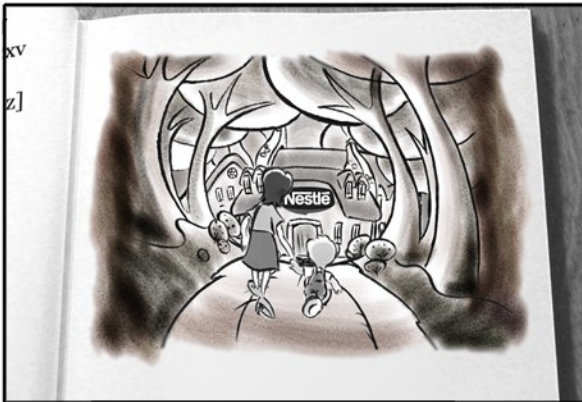
The mother went to the King. "What baby food has an enjoyable taste?" she asked. The King did not know.

4B



PAGE TURN

5A



MOTHER V.O.

The osito led mother down a path...

5B



MOTHER V.O.

...to Nestle...

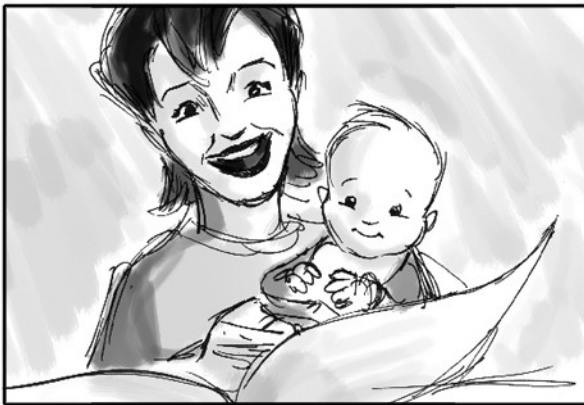
5C



MOTHER V.O.

...where they prepare new cereals...

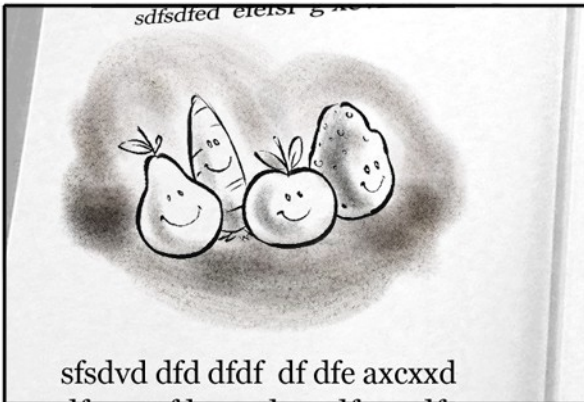
6



LIVE ACTION

Mother turns the page as she reads.

7A

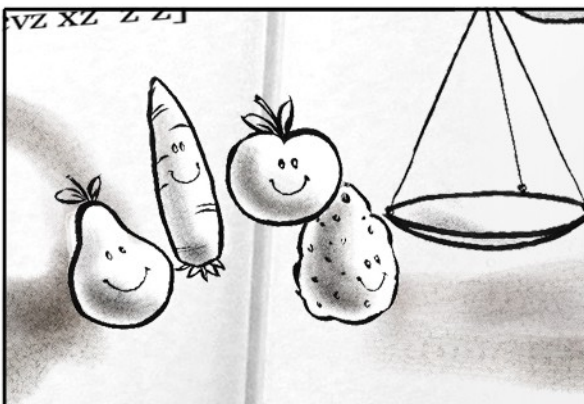


Animated fruits and vegetables march happily across the page.

MOTHER V.O.

...with the ideal balance of nutrients...

7B



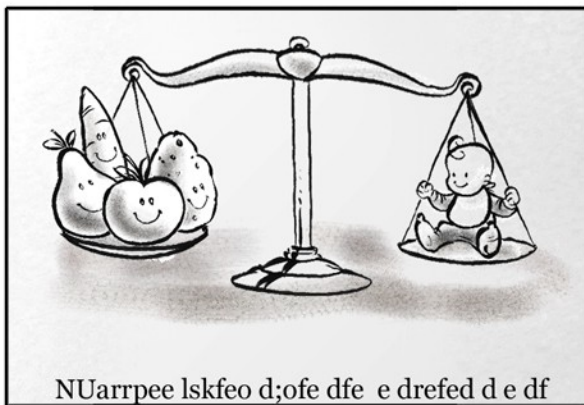
The fruits & vegetables hop over the book spine.

7C



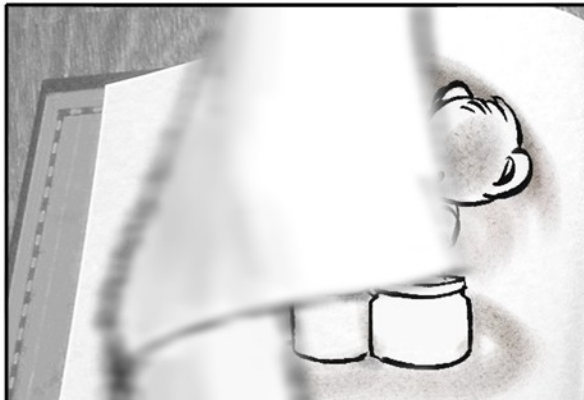
A scale comes into view and the fruits jump on the scale, lifting a baby on the scale.

7D



MOTHER V.O.
*...with a texture and flavor
your baby will enjoy.*

7E



PAGE TURN

8A



Osito takes a jar from the basket.

8B

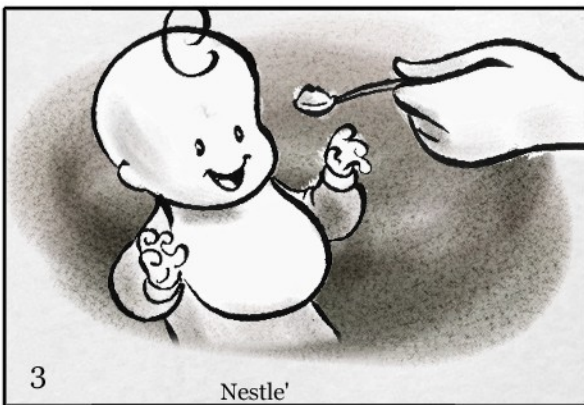


Osito hands a jar of Nestle baby food to mother.

MOTHER V.O.

And at the end...

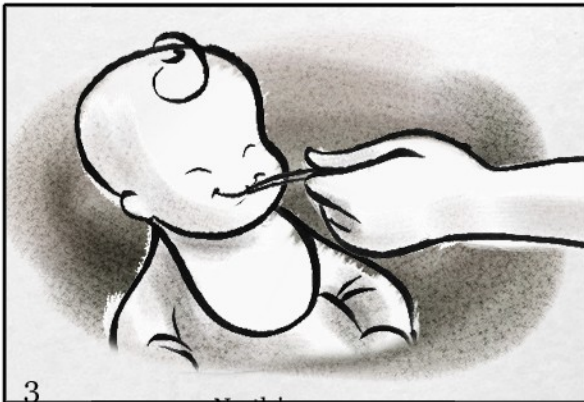
9A



MOTHER V.O.

...the baby ate well...

9B



10A



PAN ACROSS PAGE SPREAD TO:

Mother kisses osito on the head.

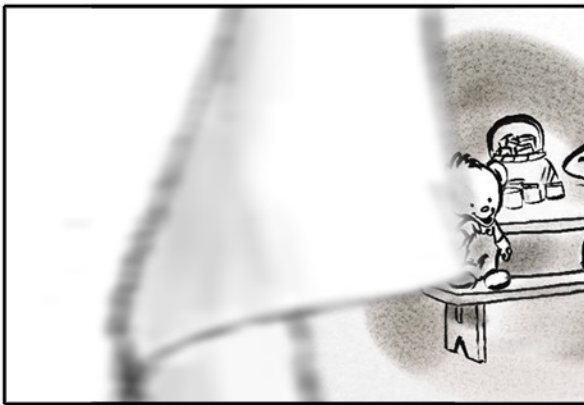
10B



MOTHER V.O.

...and mama...

11A



PAGE TURN

11B



MOTHER V.O.

...can relax.

12



LIVE ACTION

Mother smiles at her baby who is now asleep on her shoulder.

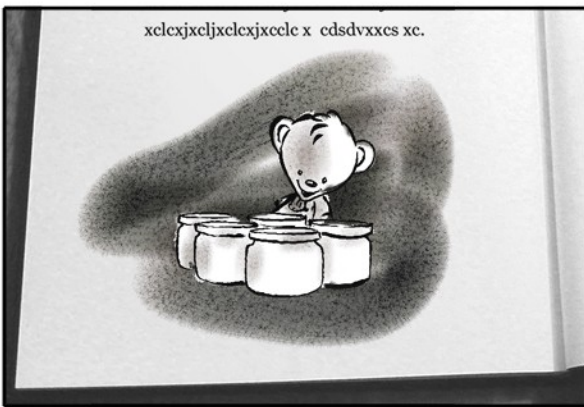
13A



MOTHER V.O.
New Nestle cereals.

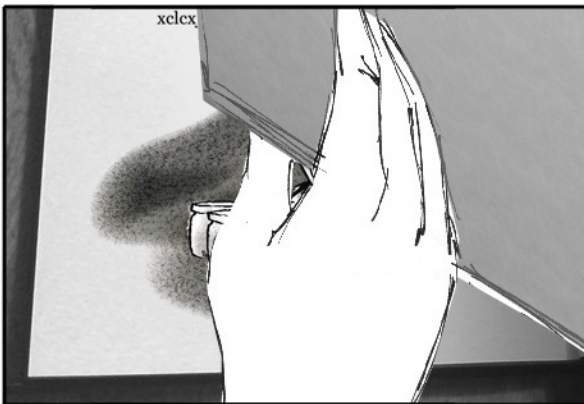
CAMERA GENTLY PULLS AWAY from book.

13B



MOTHER V.O.
Try them.

13C



LIVE ACTION
Mothers hand closes the book as the osito waves goodbye.

13D



The closed book.

END