**2nd PERSON ACCIDENTAL BETTY**

CAMERA ON A SINGLE HOTDOG PLACED ON A PEDESTAL WITH A WHITE BACKGROUND

SLOWLY ZOOMING IN ON A SINGLE SHOT

NARRATOR: “Your grandma used to say ‘don’t fix what isn’t broken’. This isn’t your grandma’s hot dog. We mean that literally. No food lasts that long. But we are the same hot dog in the sense that nothing about us has changed since we were created. While some things are changed every few weeks; (COUGH) I’m talking to you never-ending software updates! Some things don’t need to change, because they got it right the first time. It’s this simply...”

A HAND REACHES IN AND PICKS UP HOT DOG.

CAMERA ZOOMS OUT. WE SEE BETTY WHITE HOLDING THE HOT DOG

BETTY: “Hi, I’m here for the commercial. When do we start?”

NARRATOR (VO): “uh actually that’s good! Let’s use this.”

TEXT SUPERIMPOSED OVER BLURRING VIDEO

“My secret to a long life is Vodka and Hotdogs” -Betty White, Parade Magazine

BETTY (VO): “Was this someone’s hot dog? I’ll share. Here, I bit off this half.”

TEXT SUPERIMPOSED: Simply Timeless

**BETTY WHITE HULU**

BETTY WHITE STANDS ON A SET WITH WITH HOT DOG PLACED ON THE PEDESTAL. SHE REACHES DOWN AND PICKS IT UP TO TAKE A BITE.

BETTY: “Hey guys we’re doing the Hulu ad today right?” she asks as she eats the first bite.

NARRATOR: “Yeah it’s a 30 second spot about…”

BETTY: “Oh perfect! We can use that time for everyone to go get a hot dog of their own.”

NARRATOR: “Oh, well we can…”

BETTY: “No it’s okay! I can wait!”

BETTY SITS AND EATS THE HOTDOG IN AN AWKWARD SILENCE THE REMAINDER OF THE COMMERCIAL. WE WILL ALLOW HER TO AD LIB LINES AS SHE EATS.

**GUESS WHO’S BACK**

SINGLE SHOT OF INSIDE OF A SHOPPING CART. YOU CAN SEE THE WHEELS MOVING AS THROUGHOUT THE AD THINGS ARE PLACED INTO THE CART.

NARRATOR: People love to make innovation the hero behind history's greatest achievements. It carries a purpose.

(INSERT BUNS)

NARRATOR: You think Henry Ford made the assembly line for kicks and giggles? He was just tired of putting cars together like legos. “Innovation” really just means someone didn’t get things right the first time.

(INSERT HOT DOG)

NARRATOR: We did though. That’s why we haven’t had to change. Just the hot dog inside the bun creates a satisfying and simple meal you’ve always known and loved. Done. Easy as that. Your grocery list thanks you.

(INSERT MUSTARD)

NARRATOR: Maybe throw in some mustard if you’re feeling fancy.

(INSERT VODKA)

NARRATOR: “it’s because...wait. Vodka? That’s not part of the commercial.” CAMERA ZOOMS OUT AND SEES IT IS BETTY WHITE. PUTTING THE STUFF IN THE BASKET.

BETTY: “Part of the commercial? I’m just grocery shopping.”

NARRATOR: “Ok fine, let's just use this…”

TEXT SUPERIMPOSED OVER BLURRING VIDEO

“My secret to a long life is Vodka and Hotdogs” -Betty White, Parade Magazine

BETTY (VO): “Oh is this one of the self check-outs? Can I get employee discount for doing the work myself?”

TEXT SUPERIMPOSED: Simply Timeless