

## Walmart Own the Season Tmeals

### SPEC:

Female - 30s or 40s.

We are looking for tough as nails, gritty, serious, hard boiled. A little over the top. A badass to root for and empower moms. The comedy comes from an intense voice paired with funny festiveness and moms in everyday relatable situations. Energy in the voiceover will come from fast paced reads.

### SCRIPT:

Open on a closeup on young Mom in her early 30's putting on an apron, tying it up. She slips on festive turkey oven mitts. Cut to the inside of the oven. The light comes on and mom pulls a golden turkey from the oven. Steam rises from it. Cut back to a mom taking turkey baster and out of a drawer and spinning it in her fingers.

VO: This year, your Thanksgiving turkey's so juicy, people swear you just stepped off the Mayflower.

Cut to Mom bringing the turkey to the table. Her cranberry sauce is getting passed around and we see the family ready to dig in to the food.

VO: Tasting your cranberry sauce is like taking a pilgrimage to a New World of awesome.

One of the guests keeps adding more mashed potatoes to his already towering pile. Mom gives him a nod.

VO: Your gravy boat is a gravy yacht and mashed potatoes call you sir.

Mom stands proudly at the head of the table and takes off her apron revealing a festive sweater. Her young son sits next to her in a high chair clapping his hands together.

VO: Yeah, you Plymouth rocked this dinner from here to Jamestown and you didn't pay one fair shilling for this festive feast more than you had too. Because you went to Walmart.

That's right...Mom, you Own This Season.

She puts her hands on her hips and her hair blows back a little heroically.

Cut to graphics /supers

VO: Own The Season. Come to Walmart and get your pick of the best turkeys, freshest produce and everything else you need to make your Thanksgiving awesome, for less. Walmart.