

MX 2.0 Script 8.18.13 TA revision			
Section	V/O Narration	Visual/Text	Visuals
1	<p>This is Brandon and Becca Richardson.</p> <p>And this is Brandon's family, the Richardsons</p> <p>--every member of which would promptly inform you that Brandon and Becca can't cook.</p>	<p>Brandon and Becca Richardson</p> <p>The Richardsons</p>	<p>A plain, but well-dressed couple smiles robotically for a portrait.</p> <p>A cut introduces us to a larger, similarly well-dressed, uptight-looking family assembled in a living room for a portrait.</p> <p>A series of cuts introduce us to each and every family member, including the goldfish in a bowl on the youngest family member's lap. The goldfish also agrees that Brandon and Becca can't cook</p>
2	<p>But they'd add that it's not so much that Brandon and Becca can't cook, as it is that they don't know</p>		<p>The camera returns to the well-dressed couple as they maintain their smiles.</p>

3	<p>what to cook, how to cook, what to pair what to get, what this is, what that is, just how much, or when it's time.</p>	Best time so far: 5.4 seconds	<p>-Becca scrolls through search results, unimpressed, while Brandon eats cereal with his hands from a box.</p> <p>-Brandon cracks an egg into a bowl; almost all the eggshells fall into the bowl. A zoom out reveals that Becca is by his side. She winces slightly at the display of skill she's just witnessed.</p> <p>-Brandon places a glass of milk on the table by his dinner.</p> <p>-Between a gap in a supermarket shelf, Becca's eyes dart from one product to another.</p> <p>-Brandon shakes, knocks on, and listens to different types of fruit in a supermarket.</p> <p>-Becca pours a large bag of rice into a small amount of water. She keeps pouring.</p> <p>-Whilst an alarm blares, Becca rushes toward a chair, pushes it beneath the fire alarm, and, out of nowhere, Brandon leaps upon it and shuts off the alarm above, displaying an unnecessary amount of athleticism.</p>

4	<p>But they are all wrong.</p> <p>Because this season, Brandon and Becca CAN cook.</p>	<p>A cut reintroduces the Richardson family, still smiling in the living room.</p> <p>A cut introduces a female figure, whose face is unseen, confidently walking down a hallway, in slow motion, carrying a large, covered, serving dish. She moves from the middle of the frame toward the side, revealing a male figure, whose face is unseen, carrying a large, covered, serving dish and a wrapped bottle of wine.</p> <p>ALTERNATE IDEA</p> <p>In slow motion, Brandon and Becca get out of their car. They then turn toward the back doors, open them, and confidently draw out two large, covered, serving dishes.</p>
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5	<p>This season, they know what to cook, how to cook, what to pair what to get, what this is, what that is, just how much, when it's time, and what to say:</p>		<p>-Brandon and Becca browse the Bing Food and Drink App -Becca brushes up on her cooking techniques while her Surface is open to the Bing Food and Drink App “how-to” page. -Brandon browses through the wine section of the Bing Food and Drink App.</p> <p>-Split screens show Brandon and Becca with baskets in one hand and their devices in the other, moving methodically through a store. Their phone screens feature identical lists in OneNote.</p> <p>ALTERNATE IDEA</p> <p>-Brandon and Becca hold their identical phones, featuring identical lists, side by side, filling the frame. They pull them apart and head in opposite directions with their grocery carts, on a mission.</p> <p>-At a store, Becca doesn't even say a word to the clerk, but instead, flashes her OneNote shopping list, which has an item circled in ink. -Brandon pours a precise measurement of flour into a mixing bowl. -Whilst a timer chimes, Becca confidently walks over to a counter, glances at her Surface, and bends down to open the oven door.</p>
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6	<p>“Why yes, we did make that.”</p> <p>OPTIONAL LAST LINE “Together.”</p>		<p>Becca, who was conversing with a family member, turns around, in slow motion, as her hair sails dramatically behind her, in order to flash her most Stepford of smiles to the camera. She nods mechanically. Brandon pushes his smiling face into the frame and raises a glass of wine to the camera, while nodding in slow motion.</p>
7			Cue Logos

