

Madison Lillie
Kroger Click List
"Your Family's Needs"
:30 seconds
People Interest, Maintenance

Production Note: Setting is a busy household that clearly shows young children living in it with toys and the house a mess. Mom is young mid to late 30s. Kid 1 is a boy around 8 years old and Kid 2 is a girl around 5 years old.

Time	Video	Audio
:00	KIDS RUNNING AROUND KITCHEN AND DINING ROOM GETTING READY FOR SCHOOL WHILE MOM IS PACKING LUNCHES	MOM: Hurry up its almost time to leave! KID 1: Coming Mom!
:05	MOM AND KIDS RUN OUT THE DOOR TO THE CAR AND MOM TALKS TO CAMERA	MOM: On busy days like these I'm so glad I can turn to Kroger's Click List to make shopping so much easier.
:10	MOM DRIVING AND KIDS ARE PLAYING IN THE BACKSEAT	MOM: With a few simple clicks I can do all my shopping online!
:15	MOM TURNS CORNER AND PULLS UP IN FRONT OF AN ELEMENTARY SCHOOL KIDS HOP OUT OF THE CAR AND HEAD INTO THE BUILDING	MOM: Have a great day! KID 1: Bye Mom! KID 2: Love you!

:20	<p>MOM DRIVES AWAY FROM THE SCHOOL AND HEADS DOWN THE ROAD</p> <p>XWS OF MOM IN CAR GOING DOWN ROAD TO CU OF MOM IN THE CAR</p>	<p>MOM: Now that the kids are off to school I just head to Kroger to pick up my groceries.</p>
:25	<p>FLASH BACK TO MOM AT HOME ORDERING HER GROCERIES ON THE COMPUTER</p> <p>FLASH BACK FORWARD TO WS OF CLICK LIST WORKER BRINGING GROCERIES TO THE CAR</p>	<p>MOM: Kroger makes it easy by allowing you to play your order online and calling you as soon as it's ready.</p>
:30	<p>WS OF WORKER WAVING TO MOM AND MOM WAVING BACK AS SHE PULLS OUT OF HER SPOT AND DRIVES AWAY</p>	<p>MOM: Pick up is quick and easy. Choose Kroger for all your family's needs.</p>