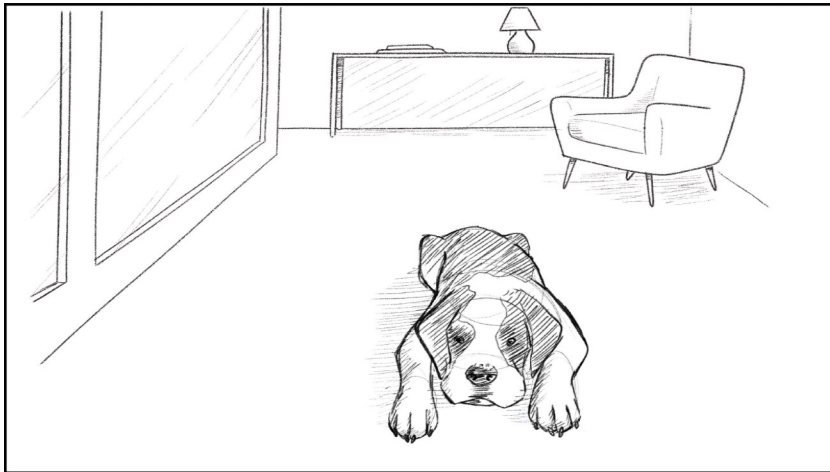


DOG SCRIPTS

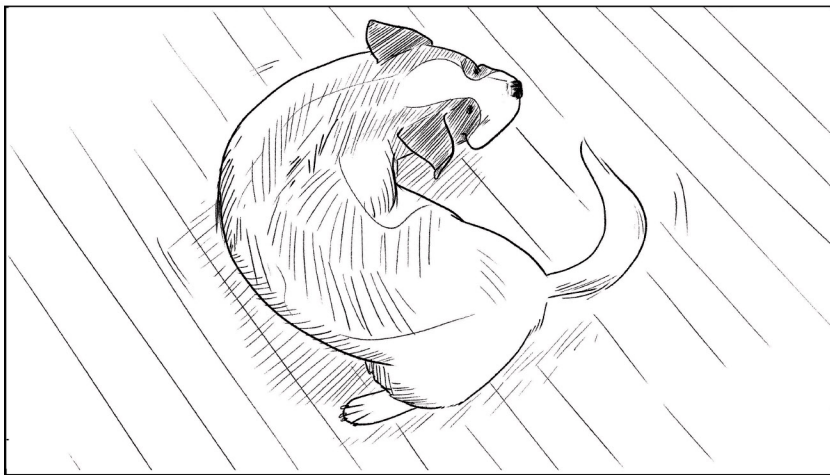
“CHILLING / BRAND LAUNCH” :30

HARDWOOD



SPOKESDOG: *“I’m the Carpet One Spokesdog. It’s my job to lounge on the floor.”*

1. WIDE - The lazy SPOKESDOG DOG talks to camera.



SPOKESDOG: *“But you’re not a Spokesdog. You’re a human with a million things going on.”*

2. HIGH SHOT - of the SPOKESDOG playing with a high energy, possibly a ball or toy.



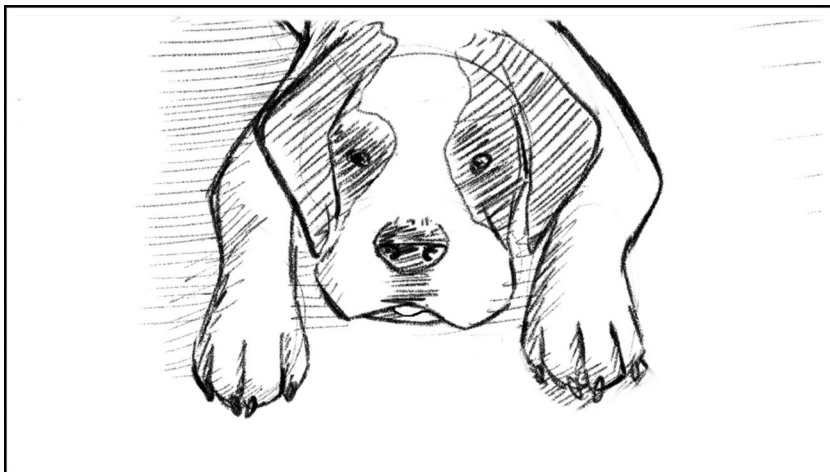
SPOKESDOG: *“Family, renovations, socializing.”*

3. MEDIUM SHOT - of the SPOKESDOG’s tail wagging as kids run past him.

DOG SCRIPTS

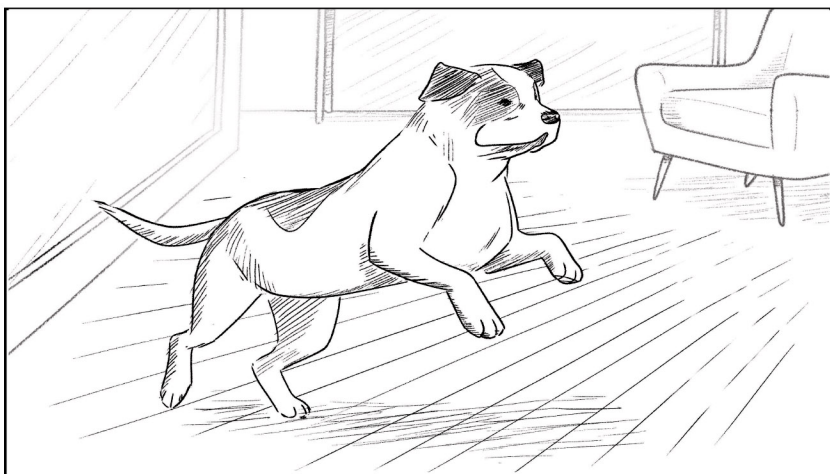
“CHILLING / BRAND LAUNCH” :30

HARDWOOD



SPOKESDOG: *“For every part of your busy life, ... ”*

4. TIGHT SHOT- of the SPOKESDOG talking to camera.



SPOKESDOG: *“... there’s a perfect floor.”*

5. MEDIUM SHOT - The SPOKESDOG is playing hard and moving with heightened energy.



SPOKESDOG: *“Come get inspired by Carpet One’s local experts.”*

6. TIGHT SHOT- of the SPOKESDOG tearing into a shoe.

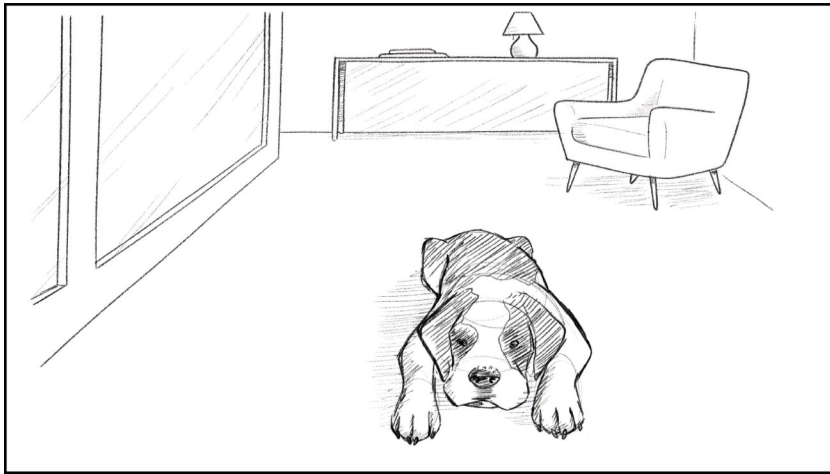
DOG SCRIPTS

"CHILLING / BRAND LAUNCH" :30

HARDWOOD



SPOKESDOG: *"They've certainly inspired me. To lie here."*



7. WIDE SHOT - The SPOKESDOG talks to camera. with room for Carpet One LOGO / TAG.