

CHEERIOS / DISNEY
COACH BUZZ
PRODUCTION DRAFT

:60 HERO
:30 CUTDOWN
:15 x3

11/12/21 DRAFT A
12/01/21 DRAFT B (INC. MORE IP)
12/10/21 DRAFT C ADDED ESPN
01/12/22 DRAFT D STEVE HARVEY ON CFF SET
01/31/22 DRAFT E WALTON ADDITION
02/02/22 DRAFT F WALTON CHANGE
02/03/22 DRAFT G WALTON LINE CHANGE
02/07/22 DRAFT H GMI NOTES
02/10/22 DRAFT FOR PRODUCTION

Disney CreativeWorks
FEBRUARY 10, 2022

HERO :60

EXT. - BLUE CLOUDY SKY

It's a bright, warm morning. BUZZ THE BEE, our health coach, is high in the sky donning a REFEREE SHIRT. He speaks directly to us:

BUZZ
It's easy to make heart-healthy choices. Start with Honey Nut Cheerios, and a little coaching from me! C'mon!

INT. LUXURIOUS HI-RISE NEW YORK OFFICE - DAY

Buzz gently lands on the desk of BARBARA CORCORAN (SHARK TANK), who is seated; in dont-mess-with-me business mode. Framed SHARK TANK posters adorn her walls. A BOWL and BOX of CHEERIOS sits on her desk. Dramatic music plays. *

BUZZ
(whispering; as if not to disturb an animal in their natural habitat)
A shark...

BARBARA
(screaming)
A BEE!!!

Barbara darts up from her chair in shock, and then realizes it's friendly Buzz.

BUZZ
Barbara, it's fun to stay active together! Let's head outside for a little walk-and-fly.

BARBARA
(laughing)
You have yourself a deal. I'm in.

Buzz flies off, scattering the contracts on her desk.

INT. ESPN ANNOUNCER BOOTH

ESPN College Basketball analyst BILL WALTON is calling a game. The booth and mic are ESPN branded.

BILL

What a game so far! Wait - is that
a bee on the court?!

We cut to Buzz on the court, playing among human male players
(no faces visible/arms and bodies only/soft focus on
players). Buzz holds the ball as a defender guards him.

BUZZ

(to camera)

You know, my double-double of heart
healthy choices is an active
lifestyle and, of course, Honey Nut
Cheerios!

Bill is now eating a bowl of Honey Nut Cheerios - giving us a
"thumbs up."

BILL

(food in mouth)

Mmm, hmmm.

Buzz flies up to the hoop and dunks the ball.

BILL (CONT'D)

Throw it down big bee! Throw it
down!

INT. CELEBRITY FAMILY FEUD SET

We're joining mid-game. STEVE HARVEY stands on set, reading
off an index card.

STEVE

(perturbed that nobody has
guessed it...)

Number one answer is STILL on the
board - *name an easy*

(whispers hint)

delicious...

(then)

*...way to help take care of your
heart.*

BUZZ lands on the buzzer plunger, lighting up the podium and
startling steve.

STEVE (CONT'D)

What the - judges, can he do that?

(or)

CUT! We got a bee in the studio.

BUZZ
(answering the question)
CHEERIOS!

DING! The number one response flips:

#1: "HONEY NUT CHEERIOS"

[SUPER: "As part of a heart healthy diet."]

Followed by the previously-revealed answers:

#2: "DANCE BREAK"

#3: "LAUGH WITH FRIENDS"

#4: "GO FOR WALK"

The AUDIENCE CHEERS with excitement, bringing us to:

END PRODUCT SHOT

A BOWL and BOX of HNC against a soft-focus background of the Celebrity Family Feud set.

BUZZ [VO]
Tastes great, Heart Healthy!

DISCLAIMER: Three grams of soluble fiber daily from whole grain out foods, like Cheerios(TM) and Honey Nut Cheerios(TM) cereal, in a diet low in saturated fat and cholesterol, may reduce risk of heart disease. Cheerios cereal provides 1.5 gram per serving. Honey Nut Cheerios cereal provides .75 grams per serving.

CUTDOWN :30

EXT. - BLUE CLOUDY SKY

It's a bright, warm morning. BUZZ THE BEE, our health coach, is high in the sky donning a REFEREE SHIRT. He speaks directly to us:

BUZZ

It's easy to make heart-healthy choices. Start with Honey Nut Cheerios, and a little coaching from me! ~~C'mon!~~

INT. LUXURIOUS HI-RISE NEW YORK OFFICE - DAY

~~Buzz gently lands on the desk of~~ BARBARA CORCORAN (SHARK TANK), who is seated; in dont-mess-with-me business mode. Framed SHARK TANK posters adorn her walls. A BOWL and BOX of CHEERIOS sits on her desk. Dramatic music plays. *

BUZZ

(whispering; as if not to disturb an animal in their natural habitat)

A shark...

BARBARA

(screaming)

A BEE!!!

Barbara darts up from her chair in shock, and then realizes it's friendly Buzz.

BUZZ

Barbara, it's fun to stay active together! Let's head outside for a little walk-and-fly.

BARBARA

(laughing)

You have yourself a deal. ~~I'm in.~~

~~Buzz flies off, scattering the contracts on her desk.~~

INT. ESPN ANNOUNCER BOOTH

ESPN College Basketball analyst BILL WALTON is calling a game. The booth and mic are ESPN branded.

BILL

~~What a game so far!~~ Wait - is that
a bee on the court?!

We cut to Buzz on the court, playing among human male players
(no faces visible/arms and bodies only/soft focus on
players). Buzz holds the ball as a defender guards him.

BUZZ

(to camera)

You know, my double-double of heart
healthy choices is an active
lifestyle and, of course, Honey Nut
Cheerios!

Bill is now eating a bowl of Honey Nut Cheerios - giving us a
"thumbs up."

BILL

~~(food in mouth)~~

~~Mmm, hmmm.~~

Buzz flies up to the hoop and dunks the ball.

BILL (CONT'D)

Throw it down big bee! ~~Throw it
down!~~

INT. CELEBRITY FAMILY FEUD SET

We're joining mid-game. STEVE HARVEY stands on set, reading
off an index card.

STEVE

(perturbed that nobody has
guessed it...)

~~Number one answer is STILL on the
board - name an easy~~

(whispers hint)

delicious...

(then)

*...way to help take care of your
heart.*

BUZZ lands on the buzzer plunger, lighting up the podium and
startling steve.

STEVE (CONT'D)

~~What the judges, can he do that?~~

~~(or)~~

~~CUT! We got a bee in the studio.~~

BUZZ
(answering the question)
CHEERIOS!

DING! The number one response flips:

#1: "HONEY NUT CHEERIOS"

[SUPER: "As part of a heart healthy diet."]

Followed by the previously-revealed answers:

#2: "DANCE BREAK"

#3: "LAUGH WITH FRIENDS"

#4: "GO FOR WALK"

The AUDIENCE CHEERS with excitement, bringing us to:

END PRODUCT SHOT

A BOWL and BOX of HNC against a soft-focus background of the Celebrity Family Feud set.

BUZZ [VO]
Tastes great, Heart Healthy!

DISCLAIMER: Three grams of soluble fiber daily from whole grain out foods, like Cheerios(TM) and Honey Nut Cheerios(TM) cereal, in a diet low in saturated fat and cholesterol, may reduce risk of heart disease. Cheerios cereal provides 1.5 gram per serving. Honey Nut Cheerios cereal provides .75 grams per serving.

EXT. - BLUE CLOUDY SKY

It's a bright, warm morning. BUZZ THE BEE, our health coach, is high in the sky donning a REFEREE SHIRT. He speaks directly to us:

BUZZ

It's easy to make heart-healthy choices. Start with Honey Nut Cheerios, and a little coaching from me! C'mon!

INT. LUXURIOUS HI-RISE NEW YORK OFFICE - DAY

Buzz gently lands on the desk of BARBARA CORCORAN (SHARK TANK), who is seated; in dont-mess-with-me business mode. Framed SHARK TANK posters adorn her walls. A BOWL and BOX of CHEERIOS sits on her desk. Dramatic music plays. *

BUZZ

(whispering; as if not to disturb an animal in their natural habitat)

A shark...

BARBARA

(screaming)

A BEE!!!

Barbara darts up from her chair in shock, and then realizes it's friendly Buzz.

BUZZ

Barbara, it's fun to stay active together! Let's head outside for a little walk-and-fly.

BARBARA

(laughing)

You have yourself a deal. I'm in.

END PRODUCT SHOT

A BOWL and BOX of HNC against a soft-focus background of the office set.

BILL WALTON :15

EXT. - BLUE CLOUDY SKY

It's a bright, warm morning. BUZZ THE BEE, our health coach, is high in the sky donning a REFEREE SHIRT. He speaks directly to us:

BUZZ
It's easy to make heart-healthy choices. Start with Honey Nut Cheerios, and a little coaching from me! C'mon!

INT. ESPN ANNOUNCER BOOTH

ESPN College Basketball analyst BILL WALTON is calling a game. The booth and mic are ESPN branded.

BILL
What a game so far! Wait - is that a bee on the court?!

We cut to Buzz on the court, playing among human male players (no faces visible/arms and bodies only/soft focus on players). Buzz holds the ball as a defender guards him.

BUZZ
(to camera)
You know, my double-double of heart healthy choices is an active lifestyle and, of course, Honey Nut Cheerios!

Bill is now eating a bowl of Honey Nut Cheerios - giving us a "thumbs up."

BILL
(food in mouth)
Mmm, hmmm.

Buzz flies up to the hoop and dunks the ball.

BILL (CONT'D)
Throw it down big bee! Throw it down!

END PRODUCT SHOT

A BOWL and BOX of HNC against a soft-focus background of the basketball court.

STEVE HARVEY :15

EXT. - BLUE CLOUDY SKY

It's a bright, warm morning. BUZZ THE BEE, our health coach, is high in the sky donning a REFEREE SHIRT. He speaks directly to us:

BUZZ
It's easy to make heart-healthy choices. Start with Honey Nut Cheerios, and a little coaching from me! C'mon!

INT. CELEBRITY FAMILY FEUD SET

We're joining mid-game. STEVE HARVEY stands on set, reading off an index card.

STEVE
(perturbed that nobody has guessed it...)
Number one answer is STILL on the board - *name an easy*
(whispers hint)
delicious...
(then)
...way to help take care of your heart.

BUZZ lands on the buzzer plunger, lighting up the podium and startling steve.

~~STEVE (CONT'D)
What the judges, can he do that?
(or)
CUT! We got a bee in the studio.~~

BUZZ
(answering the question)
CHEERIOS!

DING! The number one response flips:

#1: "HONEY NUT CHEERIOS"

[SUPER: "As part of a heart healthy diet."]

Followed by the previously-revealed answers:

#2: "DANCE BREAK"

#3: "LAUGH WITH FRIENDS"

#4: "GO FOR WALK"

The AUDIENCE CHEERS with excitement, bringing us to:

END PRODUCT SHOT

A BOWL and BOX of HNC against a soft-focus background of the
Celebrity Family Feud set.

BUZZ [VO]
Tastes great, Heart Healthy!