

THE DINNER  
THE BACHELOR/ REDDI WIP

:30 PROMERCIAL

ABC INTEGRATED MARKETING  
NOVEMBER 09, 2017

A barrier-to-entry for many potential *Reddi-Wip* buyers is the thought, *"My partner and I love to connect with each other at the end of the day with a special treat, but I don't have any energy to make something too involved, which means we miss out on connecting."*

**INT. DINING ROOM - EVENING**

The CLINK of a SILVER FORK placed face-down on a DINNER PLATE. Reveal SHAWN and KAITLYN, illuminated by half-melted TAPERED CANDLES in an elegant dinner setting -- the dining room is uniquely theirs, but layered with Bachelor cues (ROSES, etc).

She broaches the subject at hand...

KAITLYN

So -  
(wiping mouth with napkin)  
Do you wanna...  
(raising an eyebrow)

SHAWN

Not sure I have the energy.

KAITLYN

Come on, it literally takes two seconds.

SHAWN [TIME]

No, no, it always gets too involved.

KAITLYN

I'll do ALL the work.

His eyes narrow in consideration.

KAITLYN (CONT'D)

(going in for the kill)  
And then we can snuggle and watch  
*The Bachelor*.

A SMILE appears on his face.

HARD CUT TO:

**INT. KITCHEN ISLAND - SECONDS LATER:**

**KAITLYN puts a dollop of REDDI-WIP on an approved dessert.**  
The couple smiles and takes a bite.

V.O.

Dessert shouldn't be complicated.

She sets the REDDI WIP down on the...

**HERO PRODUCT SHOT -**

The Reddi-Wip is placed on the countertop next to the dessert.

V.O. (CONT'D)

With Reddi-Wip, it's **INSTANT**  
**GREATIFICATION.**

**INT. LIVING ROOM - MINUTES LATER**

The couple is snuggling on the couch and watching THE BACHELOR.

**LOWER THIRD: Watch THE BACHELOR, Mondays at XPM on ABC.**

SHAWN

(re: Arie)

Kissing bandit strikes again [or  
other topical line].

END.