

BabyBjorn

written by

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INT. HOME - DAY

A dad wearing a BabyBjorn on his back like a backpack with baby in it frantically searches through an apartment going room to room looking behind furniture for something. We see him run out the door.

CUT TO:

INT. SUBWAY TRAIN - DAY

The dad is now making his way through a crowded subway car. (The BabyBjorn's slim, comfortable fit are being highlighted here as we see him easily maneuver through the crowded car)

CUT TO:

INT. GROCERY STORE - DAY

Dad is picking produce up and looking under it searching hastily.

INT. COFFEE SHOP - DAY

Dad bursts through door and keeps searching, using quick, stop-on-a-dime moves to avoid running into people holding their coffees. (Will be highlighting the snug, secure fit here)

CUT TO:

EXT. PLAYGROUND - DAY

Dad is searching under play equipment, climbing up the jungle gym, and really checking every single spot. (Really show the range of motion capabilities of the BabyBjorn). Close Up on dad breathing hard and exasperated.

WOMAN
(from off screen)
Aw he's so cute!

DAD
(Confused, Full Shot as
dad is turning around)
What?
(realizes his kid is on
his back, easily takes
the BabyBjorn off)
There you are!

Close Up on the unscathed baby with a big smile on its face.
Or perfectly fast asleep. Then a wide shot of dad at the
playground putting the product back on.

VOICEOVER

So comfortable, you'll forget
you're wearing it.

BabyBjorn logo overlays.

END.

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