

Hot Hedz - Snowman
30 sec

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1. EXT.: BEACH DAY

A POSTER tacked to on a COMMUNITY MESSAGE BOARD reads “ Sand Sculpture Contest Today” with the “Today” pasted over where the date was written.

The CAMERA dollies left revealing the first sculpture - the TOWER OF BABEL sculpted by a LITTLE BOY, who stands proudly by his creation. A group of three JUDGES confer, shake and nod their heads and make notes on their CLIP BOARDS.

The camera, still continuing its original dolly, follows the judges as they move to the second sculpture - a modest SAND CASTLE done by a GROWN MAN, who stands proudly by his creation. The judges confer, nod and shake their heads - more shaking than nodding - and make notes on their clipboards.

The camera, still dollying, follows the judges to the third sculpture - an ABSTRACT - whose creator, an EARTH MOTHER, lovingly smooths one of the surfaces. The judges confer, shake, scratch then nod their heads and make notes.

The camera, on the same dolly, follows the judges to the next sculpture. The judges stop in shock, and the camera ceases its dolly. DUDE, dressed in a SWIM SUIT but also wearing a HOT HEDZ SCARF and HAT, puts the finishing touches on his SNOWMAN made of sand.

DUDE
(Turning to the judges)
Good packing sand today.

DUDE nods in response to his own groove and continues finessing the snowman.

2. PRODUCT SHOT

A selection of HOT HEDZ products arranged on the beach with a sandcastle and the water in the background.

VOICE OVER
Hot Hedz - can't wait for winter.

GRAPHIC: HOT HEDZ LOGO spin into view.

FADE TO BLACK