

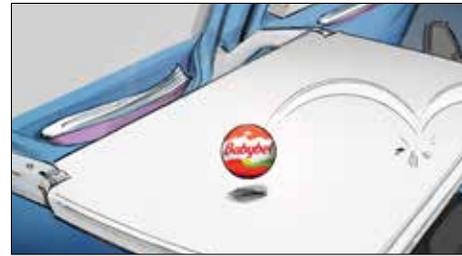


SFX: playful music bed

OPEN on an airplane. The Gilbert family sits in a row, the kids look fidgety and bored.



CUT across the aisle to The Larson family. Mom pulls out a net of Babybel from her bag. She passes them out to her kids.



CUT to Babybel hopping upright on Mrs. Larson's seat tray.

BABYBEL: And the award for “Mom of the Year” goes to this lady right here!



CUT to a close-up of Babybel.

BABYBEL: She knows I'm more than a perfectly portable snack...



The Larsons are pulling, peeling and enjoying Mini Babybels.

BABYBEL VO: I'm a craveable carry-on of soaring scrumptiousness!



QUICK CUT back to The Gilberts. The kids are being rambunctious.



CUT back to The Larsons, all are enjoying Babybel cheese.

BABYBEL VO: So deliciously distracting. So captivatingly tasty...



QUICK CUT back to The Gilbert kids still acting disruptive.



Mrs. Gilbert offers string cheese to her kids. They don't look happy.

BABYBEL VO: Mile-high misery...



CUT to Mrs. Larson kindly offering her net of Babybel cheese to Mrs. Gilbert, who graciously accepts it.

BABYBEL VO:...is no match for my...



The Larsons and The Gilberts are calmly pulling, peeling and snacking on Mini Babybels.

BABYBEL VO:...in-flight taste bud entertainment!



CUT to milk pouring into Babybel.

AVO: The rich, creamy taste...



The red wax closes around it.

AVO:...of 100 % natural cheese.



It's wrapped in its cellophane and 10-pack netting.

BABYBEL: Mini Babybel. Snack a little bigger!

TAGLINE: Snack a little bigger.

“Airplane” TV :15



SFX: playful music bed

OPEN on an airplane. Mrs. Larson takes a net of Babybels from her bag and gives them to her kids.



CUT to Babybel hopping up on Mrs. Larson's seat tray.

BABYBEL: This Mom knows I'm more than...



CUT to a close-up of Babybel.

BABYBEL: ...a perfectly portable snack.



The Larsons are pulling, peeling and enjoying Mini Babybels.

BABYBEL VO: I'm a crave-able carry-on...



The Larsons are all enjoying Babybel cheese.

BABYBEL VO: ...of soaring scrumptiousness!



CUT to milk pouring into Babybel.

AVO: Delicious...



The red wax closes around it.

AVO: ...100% natural cheese.



It's wrapped in its cellophane and 10-pack netting.

BABYBEL: Mini Babybel. Snack a little bigger!

TAGLINE: Snack a little bigger.



SFX: playful music bed

OPEN in an elementary school cafeteria. Quinn, the popular candidate for class president, is surrounded by classmates.



PAN to Mia, the underdog, moping with a few friends.



Babybel jumps out of Mia's open lunchbox.



Closeup of Babybel cheese.

BABYBEL: All you need is...

BABYBEL: You can win this thing, Mia!



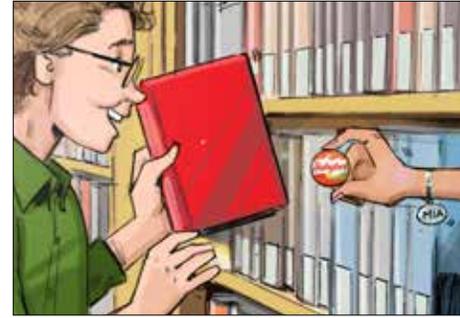
CUT to a school hallway. Mia hangs a splashy new campaign poster.

BABYBEL VO: ...an irresistibly tasty running mate!



CUT to the parking lot. Mia is handing out Babybels to kids.

BABYBEL VO: A delegate...



CUT to the library. A kid pulls out a book, as Mia reaches through the shelf and hands him a Babybel.

BABYBEL VO: ...of delectability!



CUT to a crowd of kids on the playground pulling, peeling, and enjoying Mini Babybel.

BABYBEL VO: Stand for rich, creamy goodness...



CUT to a kid putting “Vote for Mia” bumper stickers all over the back of a school bus.

BABYBEL VO: ...and people...



CUT to a Kid placing a “Vote For Mia” sign in his front yard.

BABYBEL VO: ...will...



CUT to a school Janitor taking a bite of a Babybel as he nonchalantly rips down Quinn's campaign poster.

BABYBEL VO: ...crave it!



SFX: school bell

CUT to a sea of kids flooding out of the classroom doors. Quinn tries to hand out string cheese as the crowd ignores him.

QUINN: Who wants string cheese?



CUT to the school cafeteria. Mia shakes the principle's hand and joyfully tosses Babybels to the cheering crowd. Students and teachers are all enjoying Babybel.

BABYBEL VO: Because there's dirty politics and then there's delicious politics!



CUT to milk pouring into Babybel.

AVO: You can't beat the big taste of Mini Babybel.



The red wax closes around it.

BABYBEL: 100% natural cheese loaded with creamy goodness.



It's wrapped in its cellophane and 10-pack netting.

BABYBEL: Snack a little bigger!

TAGLINE: Snack a little bigger.

"Election" TV :15



SFX: playful music bed

OPEN in an elementary school cafeteria. Quinn, the popular candidate for class president, is surrounded by classmates.



CUT to Mia, the underdog in the election, moping with a few friends.



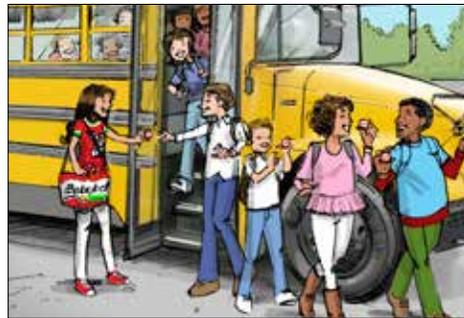
Babybel jumps out of Mia's open lunchbox.

BABYBEL: You can win this Mia! All you need is...



CUT to a school hallway. Mia hangs a splashy new campaign poster.

BABYBEL VO:...an irresistibly tasty running mate!



CUT to the parking lot. Mia is handing out Babybels to kids.

BABYBEL VO: Stand for...



CUT to a crowd of kids on the playground peeling, eating and enjoying Mini Babybels.

BABYBEL VO:...rich, creamy goodness...



BABYBEL VO: ...and people will crave it!



CUT to milk pouring into Babybel.

AVO: Delicious...



The red wax closes around it.

AVO: ...100% natural cheese.



It's wrapped in its cellophane and 10-pack netting.

BABYBEL: Mini Babybel. Snack a little bigger!

TAGLINE: Snack a little bigger.