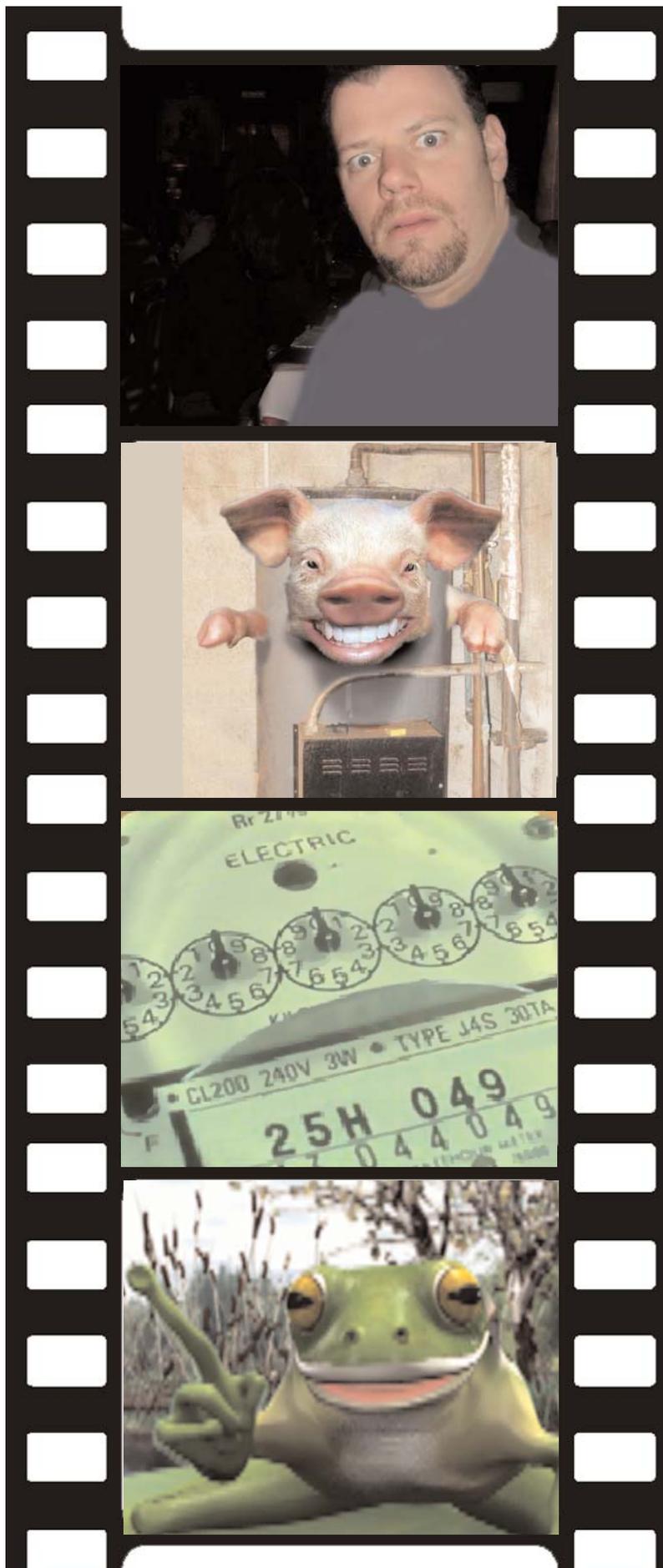


# Pig in a Blanket - 60 sec spot



AUDIO	TIME
<p><i>Lady in the kitchen:</i>  <i>Sound fx: background noise of squeal-oink oink. grunting noise”.</i></p> <p><i>Lady:</i>  <b>“Honey, where’s that sound coming from?”</b></p>	<p>00:00</p> <p>00:05</p>
<p><i>Sound fx “Ribbit!”</i>  <i>Fade in:</i>  <b>Ribbit!</b>  <b>“Hi, I’m Bog Frog with an energy Tip.”</b></p>	<p>00:05</p> <p>00:09</p>
<p><i>Fade in of family pets being fed or showing happy pets.</i></p> <p><b>“You may have cats, dogs, goldfish and other pets. But do you have a pet you don’t know about?</b>  <i>Sound fx in background: “oink, piggy giggle, oink”</i></p>	<p>00:09</p> <p>00:14</p>
<p><i>Sound fx: of a flame ignition of a water heater. Then a pig grunting sound.</i></p> <p><b>“It seems to be coming from the basement.”</b></p>	<p>00:14</p> <p>00:18</p>



AUDIO	TIME
<p><i>Sound fx of pig continues.</i></p> <p><i>Husband is in the basement and appears to be startled.</i></p> <p><b>“So, that’s why our energy bills are so high!</b></p>	<p>00:18</p> <p>00:22</p>
<p><i>Pan over to water heater.</i></p> <p><i>Sound fx: pig grunt and gruntle laugh.</i></p> <p><b>“That’s right folks! (fx: Ribbit!) There’s a pig in their basement called the water heater.”</b></p>	<p>00:22</p> <p>00:27</p>
<p><i>Power meter spinning fast.</i></p> <p><i>Bog Frog: “Water heaters use up to 20% of your home’s energy consumption. (fx: Ribbit)”</i></p>	<p>00:27</p> <p>00:32</p>
<p><b>“You can reduce his hunger and here’s how”.</b></p> <p><i>Sound fx: ribbit and pig squeal</i></p>	<p>00:32</p> <p>00:35</p>



AUDIO	TIME
<p><b>“Wrap that piggy with fiberglass insulation and you will reduce the amount of energy it uses”</b></p> <p><i>Sound fx: Muffled grunting</i></p>	<p>00:35</p> <p>00:41</p>
<p><b>“Remember, (fx:Ribbit), Conservation Pays!”</b></p> <p><i>Announcer:</i>            ”This message was brought to you by...”</p> <p><i>Sponsor credits and logo</i>  <i>Sponsor slogan.</i></p>	<p>00:41</p> <p>00:45</p> <p>00:45</p> <p>01:00</p>