

Progresso Rich & Hearty New Loaded Potato and Bacon

“First Steps” :30
Revised 5/5/11 P.I

OPEN IN A SUBURBAN KITCHEN.
HUSBAND AND WIFE SIT DOWN
AT THE KITCHEN TABLE READY TO
ENJOY SOME RICH & HEARTY SOUP.

BETWEEN THEM IN THE LIVING
ROOM IS THEIR BABY PLAYING
ON A LITTLE MAT. HE STARTS
TO STAND UP, BUT PLOPS BACK
DOWN... NOT QUITE READY TO
STAND OR WALK.



DAD: Aww look who's trying
to stand up...

MOM:...won't be long before
he's taking his first steps.

HUSBAND TASTES SOUP.



DAD: Oooh, hey this soup is
really good.

CUT TO SOUP CAN.



MOM: It's called New Progresso
Loaded Potato and Bacon.

EACH HOLDS UP SPOON
WITH INGREDIENTS IN IT.



DAD: Wow, look at all the
potatoes.

MOM: And that bacon!

IN THE BACKGROUND WE
SEE THE LITTLE BABY STAND
UP AND TAKE HIS FIRST FEW
STEPS. MOM AND DAD DON'T
NOTICE. CONTINUE TO EAT.



DAD: It's so creamy.

MOM: Mmmm.

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CU DAD EATS AND REPLIES.



DAD: Mmmm is right.

BABY WALKS TO THE LEFT
OUT OF VIEW AND THEN TO
THE RIGHT OUT OF VIEW.
MOM EATS SOME MORE.



DAD: There's chunks of
potato right to the last bite.

BABY WALKS INTO FRAME
AGAIN, MORE SURE FOOTED.



MOM: And bacon... don't
forget the tasty bacon.

BABY DOES SOME JUMP-
ING JACKS THEN SITS BACK
DOWN. “GAGA.”
COUPLE CONTINUES
HAPPILY EATING.



AVO: New Progresso Rich
& Hearty... soup you can lose
yourself in.

BABY: Gaga

CUT TO END ANIMATION
DISPLAYING 4 NEW
RICH & HEARTY SOUPS.



AVO: Progresso.
You gotta taste this soup.