

SCRIPT — TV Commercial Government



Little Caesars Pizza
U.S. Department of Veterans Affairs
 Scriptwriter: Anne Schwab

VIDEO	AUDIO
<p>Open: FADE UP FROM BLACK: Layered images of military, veterans in all walks of life, images of Little Caesars Pizza stores TEXT ON SCREEN: “Little Caesars Invests in Vets”</p>	<p><i>[CUE MUSIC]</i></p> <p>Narrator (VO): Each year thousands of veterans wrap up their military careers and search for other exciting job opportunities. Opportunities that will translate the valuable skills learned in the military into marketable skills for the civilian work place. Job opportunities to “sink their teeth” into. Recognizing the contributions of American veterans, businesses—like the Little Caesars—are actively seeking qualified veterans to work in their organization. Let's learn how an Iraq veteran—and a wounded warrior—got his “piece of the pie” and inspired an international policy of corporate goodwill.</p>
<p>Visuals: CUT TO a series of photographs of Robbie in various Army uniforms, in camouflage Visuals: a flashbulb and TEXT ON SCREEN: “Attacked”</p>	<p>Narrator (VO): Sergeant Robbie Doughty, a 13-year veteran of the U.S. Army, is travelling in a three-vehicle convoy, part of a special forces team in Samorra, Iraq when his vehicle is attacked...</p>
<p>FADE TO BLACK</p>	<p>Narrator (VO) (cont'd): ...and his life changed, forever.</p>
<p>FADE UP</p>	
<p>Visuals: various footage of Robbie in the Little Caesars store Visuals: WS the first time we see Robbie, he is dramatically walking into the store on leg prosthetics</p>	<p>Robbie Doughty (VO): ...and just as we got to the outskirts of the city, our vehicle was struck by a roadside bomb... and the bomb caused me to lose both my legs, my right leg above the knee and my left leg below the knee.</p>

<p>Visuals: CUT TO various footage of Robbie in the Little Caesars store</p> <p>Visuals: Robbie talking with employees</p> <p>Visuals: employees in background making pizzas</p>	<p>Narrator (VO): But, because of Robbie's strong will and strength of character, his recovery was nothing short of miraculous.</p>
<p>Visuals: DISSOLVE TO photos of Robbie in the hospital</p> <p>Visuals: DISSOLVE TO photos of Robbie with his Army unit</p> <p>Visuals: DISSOLVE TO photos of Robbie receiving an award from his unit</p> <p>Visuals: DISSOLVE TO photos of Robbie with his wife</p>	<p>Robbie Doughty (VO): As soon as I arrived at Walter Reed Medical Center, I went through a series of surgeries to help clean out my wounds... Over a period of five months I went from putting on one leg to two artificial legs, to walking on parallel bars, to a walker, to crutches, to two canes, then to one cane.</p>
<p>Visuals: HIGH ANGLES and LOW ANGLES of Robbie at home</p> <p>Visuals: CUT TO current photos of Robbie with his family</p> <p>Visuals: CUT TO current photos of Robbie with his son</p>	<p>Robbie Doughty (VO): It was a trial by fire for me here at home. We have our one-year-old son Derek...whenever he starts running somewhere you basically have to chase him and that's what I do. It's just as good physical therapy as anything else.</p>
<p>Visuals: Low angle and high angles of pizzas going into the oven</p> <p>Visuals: Footage of Mike Ilitch, owner of Little Caesars</p>	<p>Narrator (VO): Robbie's remarkable story was picked up by USA Today where it caught the eye of Mike Ilitch, the owner of Little Caesars.</p>
<p>Visuals: footage of Dave Scrivano, President, Little Caesars</p> <p>Visuals: TEXT ON SCREEN: "Dave Scrivano, President, Little Caesars"</p>	<p>Dave Scrivano: Mike Ilitch, read about him and decided to give Robbie a call; he was touched by his story.</p>
<p>Visuals: footage of Mr. Ilitch and Robbie shaking hands</p> <p>Visuals: footage of Mr. Ilitch and Robbie at ribbon cutting</p> <p>Visuals: footage of Robbie smiling in front of his Little Caesars store</p>	<p>Dave Scrivano (VO): After Mr. Ilitch and Robbie got to talking... Mr. Ilitch offered Robbie a Little Caesars franchise... he took the offer and today Robbie is a successful franchisee.</p>
<p>Visuals: CU and MS and WS of Robbie working in the store talking with employees</p> <p>Visuals: CU on the process of making a pizza</p>	<p>Robbie Doughty (VO): It's good to have your family involved; my wife works here, my brother works here, my brother-in-law...</p>
<p>Visuals: WS of Robbie and his family in the store</p>	<p>Robbie Doughty (VO) (cont'd): ...and two of my cousins also work here with me.</p>
<p>Visuals: Various shot lengths of Robbie giving his store opening speech</p> <p>Visuals: everyone clapping</p>	<p>Robbie Doughty (VO): ...the only thing equally as special is how the Little Caesars Veterans Program reaches out and inspires other veterans with this</p>

<p>Visuals: TEXT ON SCREEN: “Robbie Doughty, Store Opening”</p>	<p>wonderful opportunity.</p> <p>Sounds: clapping</p>
<p>Visuals: footage of Robbie giving his store opening speech</p>	<p>Narrator (VO): Even the president paid tribute to Robbie and his business partner, Lloyd Allard, also a veteran.</p>
<p>Visuals: footage of Christopher Ilitch reading letter from the president to Robbie and Lloyd at store opening</p> <p>Visuals: TEXT ON SCREEN: “Christopher Ilitch, President and CEO, Ilitch Holdings</p>	<p>Christopher Ilitch: <i>With the support of Mike Ilitch and the Little Caesar's...</i></p>
<p>Visuals: CUT TO Robbie in kitchen making pizza</p> <p>Visuals: CU and MS of pizza, ovens, cheese and pepperoni</p> <p>Visuals: MS of Robbie at his desk</p> <p>Visuals: Talking with customers</p>	<p>Christopher Ilitch (VO): <i>...program, Robbie and Lloyd continue to keep our country strong through their contributions as entrepreneurs pursuing the American dream. Signed, the President of the United States.</i></p>
<p>Visuals: (cont'd) CU and WS of Robbie at his desk</p> <p>Visuals: Robbie working the cash register</p> <p>Visuals: CU of cash register</p> <p>Visuals: MS Robbie on the phone</p>	<p>Narrator (VO): To help assure his success as a businessman, Little Caesars program put Robbie through six weeks of intense business training, then granted him a sizable cash discount on the cost of his franchise.</p>
<p>Visuals: WS and CU of Robbie preparing pizzas with employees. Laughing with customers</p> <p>Visuals: Robbie talking with customers</p>	<p>Robbie Doughty (VO): For disabled veterans like me, you can get up to \$68,000 in benefits to open your own Little Caesars franchise. And that's incredible.</p>
<p>Visuals: WS of Robbie Doughty and wife in front of his Little Caesars Pizza store</p>	<p>Robbie Doughty (VO): The Little Caesars franchise has offered my family and me a new life and a chance to once again “stand on my own.”</p>
<p>FADE TO BLACK</p>	