

biscuit.



SHREDDED WHEAT

The Palace of Light 2009

"The Interview"

"The Company Speech"

"Episode 3"

"Frank On Progress" :30 / :60

PR Viral Script

Frank Headshot

Job #2009 - 17

Director: Tim Piper

Senior Executive Producer: Shawn Lacy

Executive Producer: Holly Vega

Producer: Tracy Broaddus

Agency: Ogilvy NY

Pre-Pro Meeting

March 23rd, 2009

Shoot Days

March 25th, 26th & 27th 2009, (Wed., Thurs., Fri.)



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PERSONNEL

CALENDAR

AGENCY SCRIPTS & BOARDS

LOCATION

TALENT

ART REFERENCE

CREW

VENDORS

Job # 2009-17

PERSONNEL**CLIENT**

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PRODUCTION COMPANY	BISCUIT FILMWORKS	TEL	323.856.9200
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EMERY WELLS

March 2009

February 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2009

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Untitled
SW

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 location scout/addtl casting	3	4	5	6	7
8	9 internal review location/casting	10	11	12	13 Client review...ing/locations	14
15	16 agency travel TIm location scout	17 location approved	18 callbacks	19 talent negotiations casting approved	20	21
22	23 pre pro 2pm fittings tech scout	24 rehearsal final prep	25 shoot	26	27 load in	28
29	30 edit	31	1	2	3 internal RC review	4

April 2009

Untitled
SW

March 2009

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

April 2009

S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

May 2009

S M T W T F S
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 edit	30	31	1	2 internal RC review	3	4
5 revisions	6 present RC to Client	7 revisions	8 final RC approval	9 telecine	10	11
12 conform record & mix	13 continue webisodes ship tv & webisode I	14	15	16	17	18
19 continue webisodes tv on air webisode I posted	20 continue webisodes	21	22	23	24	25
26 continue webisodes	27	28	29	30	1	2

THE PALACE *of* LIGHT .COM

The world has progressed at lightning speed over the past 100 years. To a fault - One could argue in light of the times.

It's both oddly funny and fascinating to consider that a company which doesn't do anything over 100 years ends up being one of the healthiest foods on the modern shelf.

Post Shredded Wheat is just one ingredient, which hasn't changed since creation in 1892. In this series of shorts, we take a peek into the Palace of Light - the company headquarters - where they put the 'no' in innovation.

MAR 17



Frank Druffel.

The likeable CEO who's speaks his thoughts. Those thoughts usually turn into a lecture on his philosophy that progress is overrated. He's frustrated by humanities reckless pursuit of growth and the cost it has brought down upon us. He is determined to keep Shredded Wheat a simple, honest product in a complex and often decieptul world.



Eddie

The likeable, oddly charming self proclaimed underachiever, voted least likely to succeed. He means well and is very honest about his lack of ability. He has a good heart, and has learned from experience that it's best for everyone if he doesn't try at anything, since despite his best intentions, everything he does goes bad.



June

June is an over ambitious corporate woman with a quirky dimeaner whose passion for her work is so great that she can't see the forrest from the trees. She believes she's usually right, but if she's not then enthusiasm will push her agenda over the line. She loves progress and she's getting exhausted because of Frank. She can be a clever manipulator and pending casting can turn off and on the charm.



A short story and a smart company.
Designed for all screens.

MAR 13 2009 Written by T Piper, T Elia and Z Korman
Directed by Tim Piper



The Palace of Light



WEBISODE 1:

The Interview.

We open on a charming factory warehouse. It is branded with a proud but aging sign: Post Shredded Wheat, Since 1892. Emphasis on Post.

Frank is a street smart, quirky, slightly odd 55 y/o businessman. He is a fast talker. He has the top job at the Shredded Wheat Company. The business is his family.

His office is a little out dated and somewhat untidy, but nothing to be ashamed of.

He has a large, busy desk, which plays host to his enormous swiveling armchair. Opposite are two visitor's chairs. One of them is occupied. 'Eddie' is 38, smartly dressed, quietly confident. He's odd, in a pleasant way.

Frank studies him carefully from across the desk. Then glances down at the partially filled out job application (in Frank's hands). **WE CUT TO APPLICATION C/U time permitting**

Frank: "You left it blank under 'Strengths'."

Frank hands Eddie the application back, but Eddie doesn't take it.

Eddie (matter of fact): "Uh huh."

Pause.

Eddie: "I have no strengths."

Frank takes this in.

Frank: "Skills?"

Eddie (proud): "None."

Frank flips through the application. Eddie smiles. He thinks it's doing well.

Frank: "Everyone's good at something."

He puts down the application and leans back into his chair, studying Eddie intensely.

Eventually Eddie leans in and gets a little personal.

Eddie: "To be honest with you, I'm pretty good at getting out of stuff."

Eddie is proud of this and measures Frank's expression, but Frank is deadpan. Studying the man before him.

Eddie continues with a proud chuckle: "I'm actually supposed to be at Jury Duty right now."

Pause

Frank: I want you to **head up Product Development.**"

Eddie: "Fantastic. What would I do?"

Frank picks up a box of Original Shredded Wheat to show Eddie.

Frank: "...Nothing.... **Post** (Original) Shredded Wheat hasn't changed since 1892 and I want to keep it that way. It's just one, honest ingredient with natural fiber, vitamins and minerals. No add ons or plug ins. It's perfect. I don't want anyone messing with it."



cover
extreme
C/U at 60
frames



Eddie looks perplexed but proud.

Eddie: "I'm your guy."



Frank: "Yes you are. See you Monday."

Frank puts his head down to work.

Eddie (proudly): "Or not."



Cut to Frank reading on his desk:

Frank: "Now if I can just get you to fill out..."



Frank looks up but Eddie is gone.

Frank: "He's perfect."



cont to new scene: super: 3 months later

Eddie looks depressed. He sits on the floor of his office, alone.

Frank walks in.



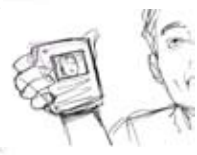
Frank: "The boys on the floor said you're down. What's up Eddie? Working too hard? Take some time off. Go on a holiday. Get out of here."

Frank kicks him. Hard. (Although he's just trying to be nice.) Eddie doesn't flinch though. He's too depressed.



Eddie: "You put me in charge of product development and... I haven't done anything."

Frank: "I put you here because you're a failure, Eddie. I don't want anyone messing with **Post** Shredded Wheat. One honest ingredient since 1892 Eddie. **Doesn't need any add-ons or implants. Wheat's already got fiber and vitamins.** The trick is too leave it alone.



Eddie: "No one likes my built in camera idea?"

Eddie holds up a bar of Original Post Shredded Wheat with an LCD screen.



Frank: "Eddie, **Henry Perky** invented Shredded Wheat in 1892. Before that, no one poured milk over their food in the morning. You know how stupid Perky looked when he poured a bucket of milk over his food?"



Eddie ponders.



"Now who's laughing at him? No one. Never laugh at a dead man Eddie. Then in 1961 we turned Post Shredded Wheat into spoon size cereal.

(Frank walks over to the desk as he continues to speak)



"You know what spoons were used for before spoon size cereal was invented? Stirring, Eddie."

Frank picks up a box of Spoon size original Shredded Wheat from Eddie's desk.

Eddie: "And soup."

Frank squats back down next to Eddie.

Frank: "Good ideas stand the test of time, Eddie. Shredding Wheat was a good idea. So was eating cereal with a spoon. Look, it still says so on the box. See."

Cut to box – says 'Spoon Size.'

Frank: "You think it's time we took that off the box, Eddie? 2009 - You don't see many cereals made for knives and folks, do you Eddie? I'm not taking it off the box, Eddie. Never will. **And I'm proud that no one here ever thought to take it off before.**

You know why? Did you ever walk on the moon Eddie? Neither did I. But a couple of years after inventing spoon size cereal, that's what the United States did. They walked on the moon. They call that progress Eddie. They call that an achievement. But if that's progress Eddie, I want nothing to do with it. You know what we learnt from walking on the moon? Nothing, Eddie. That's why it's not a tourist destination. Ever seen a poster for moon travel Eddie? A telescope will tell you it's not a place you want to be.

(During long speeches we can cut to images such as a hypothetical poster for moon tourism.)

Frank takes a breath.

Frank: "If it 'ain't broke, don't fix it."

Frank accidentally steps on Eddie's phone camera, crushing it.

Frank: "Leave **Post** Shredded Wheat alone, Eddie. Cereals will come and go. Diet cereals, sugared cereals, sugarless cereals, fake sugar diet cereals, added fiber, added vitamins, added anything to make you buy it... Thousands of years of evolution Eddie, we just can't take nutritional short cuts."

"Progress is over rated."

Frank gets up, walks over to the door and calls to his secretary.

Frank: "Penny, Schedule an all-invite meeting. I'd like to address the company."

Frank: You want something to do, Eddie? Fine. Write me a song about cereal.

Eddie: (excited) Of course.

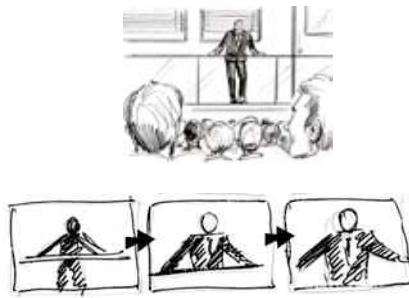
Frank: Find me one word that rhymes with "cereal"?

Eddie: (blank look)

Frank: Spin your wheels on that for a while.

END OF EPISODE ONE





EPISODE TWO

The Company Speech

From the second floor open balcony (or main room) Frank addresses the employees. He asks Eddie to fix lights. He refuses. June does.

Frank: "Thank you for attending. (Pause) Times are tough. We know this. We have a hard year ahead.

"Now I've been in the Shredding Wheat business all my life and when I look around me today... I don't see laziness, I don't see people resting on their laurels, and I don't see slackers. I see motivation. I see people with goals and dreams - Working hard. I see innovation. I see progress.

(Pause for effect)

"This... must... stop.

"Progress... Is a menace.

"Honestly, where has progress taken us? It's turned rain water into foul water, rainforests into landfill and the sun - the source of all life - into a weapon of mass destrustruction.

"Civilizations are destroyed by achievement.

"The Ancient Mayan's fell on their spears striving for it. The Roman's took a bad turn on the road to ever onward. And the Pharaohs: No sooner had they built those freakish triangles and giant cement cats had they flushed themselves down the Nile.

"As for us, we can't even find comfort in our food these days. Progress has pushed molecules ahead of meals, hormones over home-grown and our cattle have become clones.

"As for the foon - a progression of the spoon - it's good for nothing but a bloody lip. (HE HOLDS UP A SPORK)

"This is why Progress is not, nor will it ever be, a welcome spirit in the Post Shredded Wheat Company.

"In 1892 we founded **Post** Shredded Wheat and the concept of cereal took off. Not long after automobiles took off.

"Since 1892 we did nothing to re invent our product.

We pan across the audience. Cutting to various faces.

"The automobile, however, kept re inventing itself until it became the menace to society that it is today.

"Who here came by bus?

"You don't see Shredded Wheat putting holes in the Ozone layer. Nor will you see me beg the government for a million dollar bailout."

(LAWYER): "It was billions, Frank."

Frank: "Don't be stupid... Listen people, our reckless pursuit of Progress is absurd. The foundation of our economic structure is reliant on one thing: An endless supply of resources. Combine that with

population growth and you end up with global foolishness.

"Who here has more than two kids? Stop it.

"Look. You can argue we got it right the first time. Whole Grain Wheat is a nutritional, filling, fibrous, meal that's perfect morning food. Or you could argue that a serious lack of innovation is why Post Shredded Wheat Cereal is one of the best food choices you can make in today's age. What you can't deny is that we're doing something right: Nothing.

"Now, I've wasted enough of your time. Go off and waste it yourselves. Write an email. Call a meeting. Add some friends to your facebook, heck add me, I'll be your friend. Frank Druffel. Invent a committee for something.

And If you see someone achieving, make sure you involve yourself in their business and invite others to contribute. It's togetherness, working as one, merging our collective thoughts that will lead to underachievement.

"For those having trouble wasting time, I recommend Google Earth. **Take the rest of the day off.**"

FADE TO BLACK, then fade up



Frank is at his desk opposite a senior employee.

Frank: 'How long have you worked here Bob?'



Rodney (a factory worker): 'It's Rodney.'

Frank pauses, then writes a note on the document in his hands.



Rodney: '55 years.'

Frank: "What have you done in that time?"



Rodney: "I'm not sure... what you mean."

Frank: "What have you done to... move the company forward. What new ideas have you brought to the table in those 55 years.



Pause.

Frank: "Post Shredded Wheat is made from one ingredient. That's it. You can't tell me all you've done for the last 35 years is shred wheat. Is that what you're telling me, Rodney?"



Pause: Frank picks up an original Shredded Wheat box.

Rodney: "Yep."



Frank: "It's just one ingredient Bob... Ever think to do more with it? Ever had ideas to make Shredded Wheat something trendy, something more outrageous. One ingredient. Been resting on laurels Rodney? Riding coat tails? How the hell did you manage it Rodney? You're an inspiration to sustain ability. Keep it up. Here's a bonus and a new contract. It's twice your salary but once you sign your ours for another 50 years Rodney. I need you here.





Rodney leaves and Frank pages his secretary.

Frank: "Next."



Frank scribbles something then hears June cough for attention.

Frank looks up (startled) to see June already in front of him ready to go with charts and all sorts of things for a presentation.



Frank shifts uncomfortably. He's used to playing the protagonist but this woman is out of control. Like Frank, her dialogue is delivered with adrenalin - Rapid fire.



June: "Frank, I've done some research into our consumer."

Frank: "And you are?"

June: "Jon."

Frank: "huh?"



June points to a stock image of a man and a graph.



June: "This is Jon, our consumer."

Frank's confused: "You telling me we only have one?"



June: "Jon is 45 to 52 years old with a middle income. He's a tradesman with his own business so he merges across collars - Think pale blue. In the morning he gets up. He puts on his robe - a gift from his wife - and retrieves the morning paper. At that point in time, he's thinking about two things. Breakfast and shower. We can't tackle him in the shower, it's against the law, but we can get him when he opens the paper. With a coupon."



She reveals the first of many posters, it says: Post Shredded Wheat. Good for the heart.

June: "Bam! Telling Jon Shredded Wheat is good for the heart will keep him eating Shredded Wheat."

A lawyer breaks the third wall with appropriate disclaimers. The others ignore him, politely wait for him to finish.

June: "But the trick is to make him scared. You know, spook him."

Frank: "Why would I want to scare Jon? He seems ok?"

June: "Now, the lawyer wont let us use physical scare tactics on the street, but we can put money into a Heart Awareness ad campaign - to remind him how many heart attacks occur each year."



Which we would run on air just before ads for Shredded Wheat tell you how good the cereal is for your heart."

The lawyer comes in again with another disclaimer.... 'exercise...



Frank: "Who's Jon. Is he ok?"

June: "Jon's our target. (SHE CAN READ THIS) He likes the colour red. It says action, and has hint of heart colour and the stop sign. It's perfect. Hence the red in the coupon. Jon is married with two kids. He uses the internet for news and general browsing but prefers...(she rambles from the paper in her hand)



Frank: "Dammit girl. Who is Jon.?"

June reveals a graph: "This is Jon. He's a lapsed user but still has a fondness for...(she rambles on)



Frank calls Penny: "Penny, get Eddie in here.... What?"

Frank looks to his side to see Eddie next to him. Watching June.



Frank: "Eddie, this is June. She's a go getter. She's trouble."

Eddie: "She's pretty."



Frank: "Is that going to be a problem for you? I'd like you to work with her. I don't like change Eddie. It's bad news. She's been trying to progress the company for years. Can't let it happen Eddie. Progress is overrated."



June is still presenting. Unaware that another conversation is taking place. Eddie likes her. **He sees her in slow motion.**



Eddie: "She's very attractive."

Frank: "I think she has eyes for Jon."

Eddie: "Who's Jon?"



Frank: "That's what I'm trying to find out."

Eddie: "She's ambitious isn't she."



Frank: "She's useless Eddie. She makes no sense. But she's set on growing the business."





Eddie: "But you gave me that role."



Frank: "Because you're a failure Eddie. What I want is sustain ability. Post Shredded Wheat is the same today as it was in 1892. One, honest ingredient, which naturally comes with fiber, vitamins and minerals. I don't want any one messing with it. It's perfect morning food."



I need you to work with her Eddie. Don't let your love for her get in the way. Wait a minute. That's not such a bad idea. Love gets in the way of everything."

Frank grabs a box of chocolates that was sitting on his desk and rips off the card.

Frank: "Give her these. See if you can compete with this Jon character."



Eddie: "Jon sounds mysterious."

Frank: "Jon has the upper hand, that's true. But he's got a bad ticker. You can take him."

June finishes her presentation.

Frank claps: "Excellent. June. This is Eddie."

With no context for the introduction the room suddenly becomes awkward. We cut.



EPISODE 3



June peeks her head through Frank's door and beckons him to follow her.



We cut to June in the open area standing by an easel with a large presentation board covered by a drape.



Various boxes of Post Shredded Wheat are scattered all over the place.

Frank sits like a boy in school facing the teacher in class. On his own.



June (Pleading somewhat): "It's time we named the cereal, Frank?"



Frank: "What are you talking about?"

June (Tired of his unrelenting attitude to change): "It needs a name Frank. It's 2009."

Frank: "It has a name. Shredded Wheat."



June: "That's a description."

Frank studies the box. Is she right?



June gets ready to unveil.



Frank: "Shredded Wheat calls it as it is. Has done so since 1892. One honest, ingredient."

June: "Times have changed Frank."



Frank: "They have. They're worse. Progress is overrated June, any polar bear will tell you that."

June: Just look.



June pulls back a veil to reveal a board with a box of FROSTED SW and the words 'Shwwwwweeaaat.'

Eddie: "Shweeeeet."



Eddie's sudden appearance startles Frank. Or was he there all along?

June (sexy): "Shweeeeet"

June throws a look at Eddie like she wants to jump him. She starts to dance.



Frank: "It reads like 'sweat.'"

Eddie (sexy): "Shweeeeet."



June: "Yummy. It's perfect for Frosted Shredded Wheat."

Eddie: "And Honey Nut." Eddie does a little dance.



Frank looks displeased. June starts to cry. Colin looks moved by her tears.

Frank: Crocodile tears don't work on me anymore June.



June stops her (impressive) fake crying with a 'sulk: "Huh."

Frank: "We don't need Honey and frost and vanilla and nuts and things do we? Why can't you leave Shredded Wheat alone."



June: "Some people like variety, Frank."

(June whispers to Eddie): "Variety."



Eddie (quietly to himself): "Yummy."



June: "People who are like...Jill. "

She points to a cheesy stock shot of a woman on another board.

Frank: "Do I know her?"



June: "Everyone does. Jill is 35 to 38, lives a busy, hectic lifestyle, if she doesn't have kids she's thinking about it (*June throws a sexy look at Eddie*), but she's scared of becoming a stay at home mum (PUSH IN _ realizes she's talking about herself), she doesn't want to stay at home... she might lose motivation to... do things... to exercise. She doesn't have the metabolism she used to... Society will start ignoring her. She'll become invisible. She'll watch infomercials and buy products to make her younger, taller, thinner. She'll eventually consider cosmetic enhancement in order to keep her husband's interest, but it'll be too late, the husband doesn't like the plastic surgery, he wants the confident women he knew from high school. The prom queen. No one's asking her to dance now."



She sobs at her own reality. Then snaps out of it.



June: "Then... She get's itchy."

Frank flinches (to Eddie): "Itchy?"



June: "Trapped. Her life becomes one dimensional. She'll seek new adventures (*June throws a sexy look at Eddie*). She'll want a healthy cereal like Post Shredded Wheat, but will crave something dynamic to spice up her life."

Frank: "She sounds traumatized."



June: "The advertising agency has some great ideas for Shwееeat."

Frank: "Advertising! June that's exactly what we shouldn't do. Advertising is the reason society is broke.

"Ads show happy, good looking, successful people with stuff we can't afford, so we borrow from the banks to buy these happy makers, only to be less happy due to debts and despair over the car that didn't get you respect, the second story that didn't make your neighbour jealous, or the meal that didn't really bring the family together.

"Advertising confuses people about affluence. You know what affluence is for a man in some countries? Two cows and a really big wife. Not here. Affluence for a man is two sports cars and a wife so thin she blows over in a 20knot gust.

"How the hell did society get to a place where being mal nourished was a goal? I'll tell you how - Advertising.

"June people don't need advertising. They need honesty. They need integrity, companionship, laughter. They need..."

Eddie: "Shweeeet"

Frank drops his head.

Frank: "....Help."

--- end

PR

VIRAL VIDEO – FRANK TO CAMERA

(could be Eddie)

Frank – Smiling. Or Eddie.

"Are you a hack? Incompetent. Useless.
Were ever you voted least like to succeed?
Are you a 'has been,' or do people refer to you as Dead wood?
Even though you're under 40?

These are tough times for someone of your talents. Where as once you could slip under the radar, these days it's as if the radar is actually coming after you.

Well, our radar is onto you. We want you. We need you.

Here, we put the 'no' in innovation.

Post Original Shredded Wheat hasn't changed since creation in 1892. It's just the one simple, honest ingredient, which naturally comes with vitamins, minerals, and fiber. No artificial implants, add-ons or plug-ins. It's perfect. The trick is to leave it alone.

Which isn't easy in a world obsessed with progress.

So we're offering a \$40,000 salary to anyone who can prove that they are good for nothing. Just reply a video application to be considered. We don't ask for much. Just that you're hygienic, clean and well mannered.

Good luck. And remember, progress... is overrated.

Frank On Progress MAR 16 HERO VERSION

60 Seconds

Super on black: Some words on Progress (by Frank Druffel)

We open on Frank sitting at his desk addressing the camera.

Frank: "Has progress taken us to a better place? I'd say it's taken us for a ride."
Frank swings around on his chair and gets up.

"Honestly, what thanks do we owe progress? We're up to our necks in landfill, down to the wire on resources and climate change is out to get us."

(Said as he walks to his office window and throws his blinds shut on the bright sun and tapping tree branch. He continues to pace around the office.

"Historically, civilizations are destroyed by achievement. The Romans hit a dead end on the road to ever onward. And no sooner had the Pharaohs built those freakish triangles and giant cement cats had they flushed themselves down the Nile."

Frank walks out of his office into an open office space full of Shredded Wheat boxes and desks. A poster on the wall says: "We put the "no" in innovation." Another poster says: Post Shredded Wheat since 1892.

A computer has a game of solitaire on it. Perhaps a couple play ping pong on a boardroom table. Another employee might be doing yoga on their desk.

"That's why Progress plays no role inside Post Shredded Wheat."

"Here, we put the 'no' in innovation."

We cut to a picture of Henry Perky (or historical SW pic) on the wall from 1895. Frank walks into frame.

"Henry Perky created Shredded Wheat in 1892. And although many thought pouring milk over food was foolish, today we see numerous artificial fiber-infused, carb-refused cereals.

He stops next to a 6 foot poster of a box of Post Shredded Wheat.

"Post Original Shredded Wheat, on the other hand, is one, simple honest ingredient which naturally comes with vitamins, minerals and fiber.

"No add-ons or plug-ins. Heck we didn't even name it.

"All we did was make it spoon size."

"Did we go too far?"

Super: One honest ingredient since 1892.

CUT to end super with Palace Of Light show graphic and URL.

Super: We put the 'no' in innovation.



TVC 30



Frank Druffel On Progress 30

"Has progress taken us to a better place? I'd say it's taken us for a ride."



"We're up to our necks in landfill, down to the wire on resources and climate change is out to get us."

Here we put the "no" in innovation."



"Henry Perky created Shredded Wheat in 1892. And although many thought pouring milk over food was foolish, today we see numerous artificial fiber-infused, carb-refused cereals."

"Post Original Shredded Wheat, on the other hand, is one, simple honest ingredient which naturally comes with vitamins, minerals and fiber."



Super: One honest ingredient since 1892.

CUT to end super with Palace Of Light show graphic and URL.

Super: We put the 'no' in innovation.



An Open Letter on Progress

Has progress taken us to a better place?

I'd say it's taken us for a ride. (Probably in a carbon-coughing oil guzzler.)

Honestly, what thanks do we owe progress? We're up to our necks in landfill, down to the wire on resources and climate change is out to get us – or at best leave us with a nasty sunburn.

Historically, civilizations are destroyed by progress. Just ask the Pharaohs. No sooner had they built those jumbo triangles and giant cement cats had they flushed themselves down the Nile.

That's why we put the 'no' in innovation.

Henry Perky created the Original Shredded Wheat in 1892. One man. (Him.) One ingredient. (Wheat.) One machine. (The machine.) We didn't give it any add-ons or plug-ins. Heck, we didn't even name it.

All we did was make it Spoon Size in 1961. Did we go to far? Time will tell. But I will say our naturally fiber-rich 100% whole grain wheat has been free of enhancement, progress and pyramids for 117 years and counting.



Frank Druffel



"I put the 'no' in innovation"

Progress is Overrated

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See Frank in action at ThePalaceOfLight.com



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Historically, civilizations are destroyed by achievement. The Romans took a bad turn on the road to ever-onward. And no sooner had the Pharaohs built those jumbo triangles and giant cement cats had they flushed themselves down the Nile.

When it comes to food, progress has pushed molecules ahead of meals, hormones over home-grown and our cattle have become clones.

That's why progress plays no role at the Post Shredded Wheat Company. Here, we put the 'no' in innovation.

Henry Perky created the Original Shredded Wheat in 1892. One man. (Him.)
One ingredient. (Wheat.) One machine. (The machine.)

And although many back then thought the idea of pouring milk over food was foolish, today we see all sorts of chemically enhanced, artificial fiber-infused, carb-refused, cereals – a far stretch from simple, honest nourishment.

Post Original Shredded Wheat, on the other hand, hasn't changed. It is still just one simple, honest ingredient, which naturally comes with fiber, vitamins and minerals.

Why would we mess with that?



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627 South Carondelet
Los Angeles, CA 90057

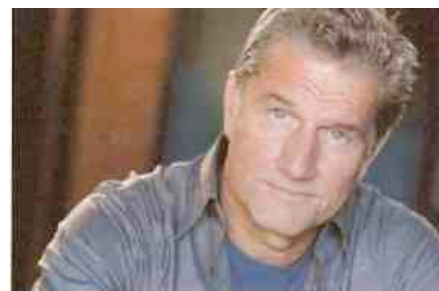


Job # 2009-17

TALENT

CAST

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biscuit.



Job # 2009-17

ART REFERENCE

"THE PALACE OF LIGHT" AND "FRANK ON PROGRESS" :60 / :30





Henry D. Perky



Niagara Falls Plant 1930



Niagara Falls Plant 1913

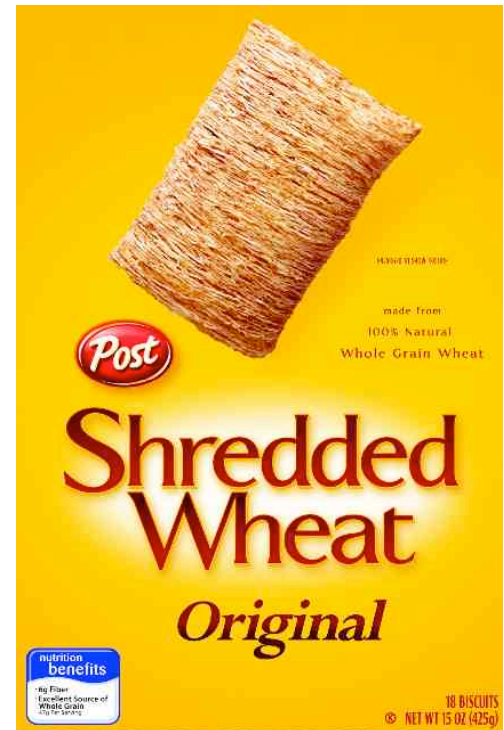
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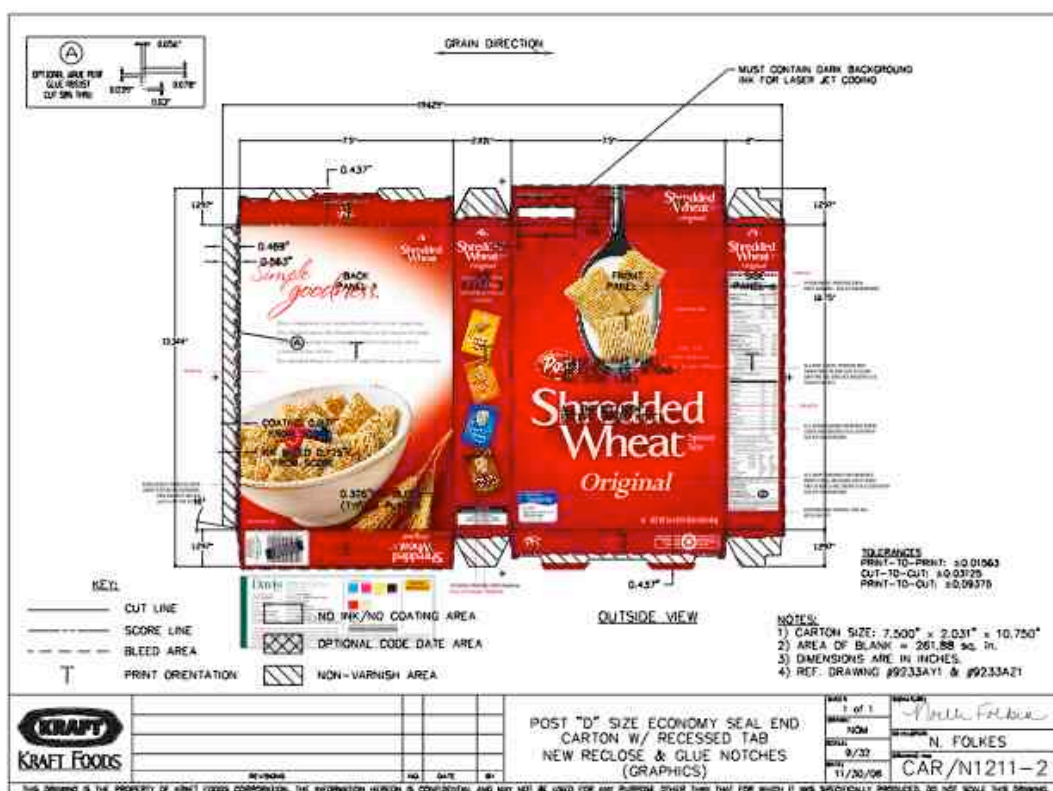
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ART REFERENCE

"THE PALACE OF LIGHT" AND "FRANK ON PROGRESS" :60 / :30



"THE PALACE OF LIGHT" AND "FRANK ON PROGRESS" :60 / :30



OPTIONAL AREA FOR GLUE RESIST CUT 5/8" MIN.

GRAIN DIRECTION

MUST CONTAIN DARK BACKGROUND INK TOP LASER JET COPIING

0.431"

0.409"

0.043"

0.375" (10")

0.431"

OUTSIDE VIEW

KEY:

— CUT LINE

- - - SCORE LINE

- - - BLEED AREA

T PRINT ORIENTATION

Colors

NO INK/NO COATING AREA

OPTIONAL CODE DATE AREA

NON-VARNISH AREA

TO FRANCES

PRINT-10-PRINT: ±0.01063

CUT-10-CUT: ±0.03725

PRINT-10-CUT: ±0.09375

NOTES:

1) CARTON SIZE: 7.500" x 2.031" x 10.750"

2) AREA OF BLANK = 261.88 sq. in.

3) DIMENSIONS ARE IN INCHES.

4) REF. DRAWING #9233AY1 & #9233AZ1

DATE: 3 of 1

NAME: N. FOLKES

DATE: 9/30

DATE: 11/30/08

POST "D" SIZE ECONOMY SEAL END
CARTON W/ RECESSED TAB
NEW RECLOSE & GLUE NOTCHES
(GRAPHICS)

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ELECTRIC / DRIVER	TBD	CELL	

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BEST BOY GRIP	TBD	CELL	
GRIP / DRIVER	TBD	CELL	

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	Rouge Artists	AGENT	310.822.2898

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PRODUCTION ASSISTANT (PRODUCTION)	CURTIS LIVINGSTON	CELL	

ADDITIONAL CREW CONT'D

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PRODUCTION ASSISTANT	TBD	CELL	
PRODUCTION ASSISTANT	RAY MORRISON	CELL	803.464.2020
PRODUCTION ASSISTANT	DYLAN MULICK	CELL	201.207.6341
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GANG BOSS	DAMIAN BAKER	CELL	818.822.7549
TEAMSTER	TBD		
TEAMSTER	TBD		
LOCATION MANAGER	GEORGE GOODMAN	CELL	310.213.5172
SOUND	GARY GOSSETT	CELL	805.732.7946
BOOM OP	TBD	CELL	
SCRIPT	KRISTIN CALABRESE	CELL	818.968.6068
VTR	MIKE PICKEL	CELL	818.621.2594
TELEPROMPT OP	TONY FINETTI	CELL	310.837.0389

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CASTING FACILITIES	200 SOUTH 200 SOUTH LA BREA AVE, 2ND FLOOR LOS ANGELES, CA 90036	OFFICE CONTACT	323.330.1020
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CRAFT SERVICE	SMOOTHIES	OFFICE CONTACT	818.535.0866 DAVE
DOLLY	CHAPMAN LEONARD 12950 Raymer St. North Hollywood , CA 91605	OFFICE FAX	818.764.6726 888.502.7263
EDITORIAL	BEAST 18 East 16th Street 6th Floor New York, NY 10003	OFFICE FAX	212.206.0660
EXTRAS	IDELL JAMES 4217 SANTA MONICA BLVD SANTA MONICA, CA 90404	OFFICE FAX	310.230.9986 310.230.8233
GENNIE	TM EQUIPMENT 101 East Linden Avenue Burbank, CA 91502	OFFICE FAX CONTACT	818.846.3100 818.846.3459 JEFF

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GRIP EQUIP	HC GRIP COMPANY 10322 Farralone Avenue Chatsworth, CA 91311	OFFICE CONTACT	818.709.4796 MARIA
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LAYOUT BOARD	TBD	OFFICE CONTACT	818.846.3100 JEFF
LIGHTING	TM EQUIPMENT 101 East Linden Avenue Burbank, CA 91502	OFFICE FAX CONTACT	818.846.3100 818.846.3459 JEFF
LTO	KATABATIC DIGITAL 307 7th Avenue Suite 907 New York, NY 10003	TEL FAX CONTACT	212.620.0818 212.658.9354 EMERY WELLS
MESSENGER	ACCURATE EXPRESS	OFFICE	310.289.8009
PAYROLL	PS PAYROLL 4000 W BURBANK BLVD. BURBANK, CA 91501	PHONE FAX	818.729.0080 818.295.3893
PERMITS	FILM PERMITS UNLIMITED 22025 VENTURA BLVD #101 WOODLAND HILLS, CA 91364	OFFICE FAX CONTACT	818.347.9929 818.347.9784 DENISE

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PRODUCTION VEHICLES	GALPIN STUDIO RENTALS	OFFICE	323.957.3333
	1763 N. IVAR ST	FAX	323.856.6790
	HOLLYWOOD, CA 90028	CONTACT	ALMA
SET SECURITY	TBD	OFFICE	
SHIPPING	BELLAIR EXPRESS	OFFICE	800.888.7785
SHIPPING	FEDERAL EXPRESS	OFFICE	800.238.5355
SOUND	GOSSETT SOUND	OFFICE	
		CONTACT	
VTR EQUIPMENT	VIDEO HAWKS	OFFICE	818.889.9655
	PO BOX 7525	CONTACT	MICHAEL
	WESTLAKE VILLAGE, CA 91350		
WALKIES	LINE 204	OFFICE	323.960.0113
	1034 N. SEWARD AVE	FAX	323.960.0163
	HOLLYWOOD, CA 90038	CONTACT	SAM