

# the Lawn Doctor

## the series 15s Each

An exuberant "mad scientist" character explains the elaborate - and highly questionable - steps to growing an ideal lawn (or dealing with a particular lawn issue).

After a few lines, a person comes into the foreground from outside the frame. They place a bag of Scotts product on a stool/table, and state "Or you could just use Scotts." The Lawn Dr. is then sent off camera in some humorous and cartoonishly abusive fashion.

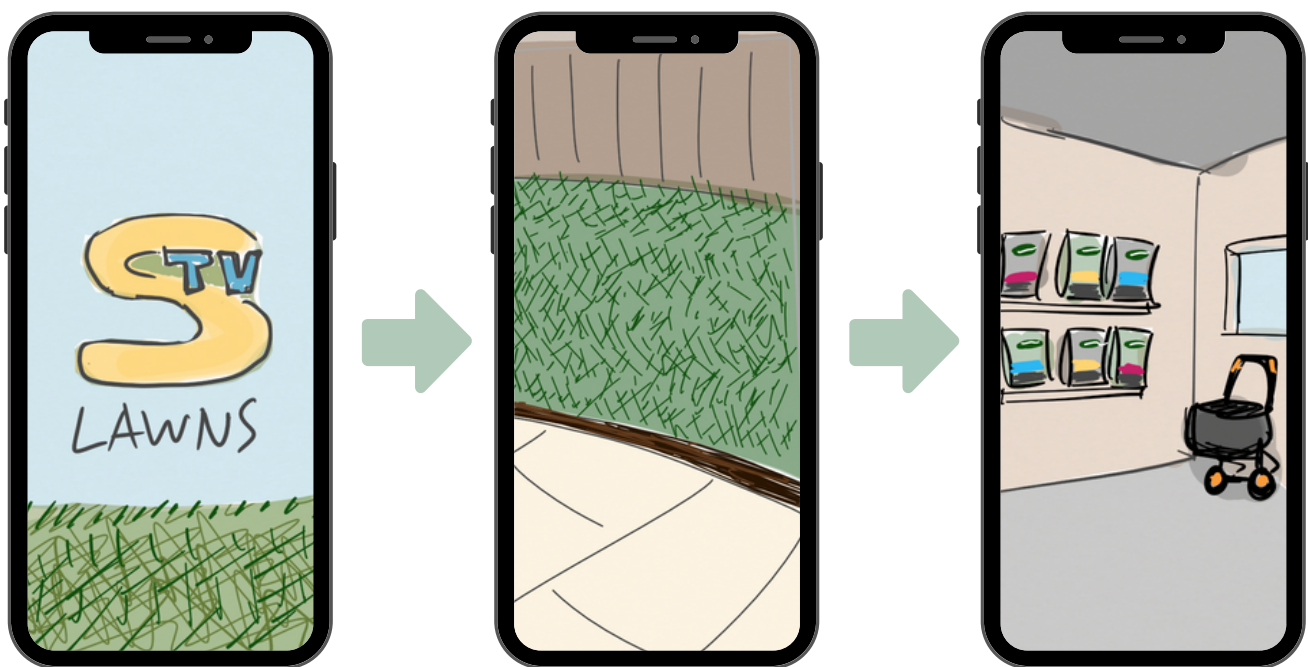


# STV Lawns

## the series 15-30s Each

Given that many viewers of Scotts TikTok would have grown up with MTV Cribs, a parody featuring people's desirable lawns would be well-received.

Each video is a collection of impressive photos/clips of a home's landscaping. The report of the lawn could lead into the homeowner's shed/garage, where a variety of Scotts products are stored.



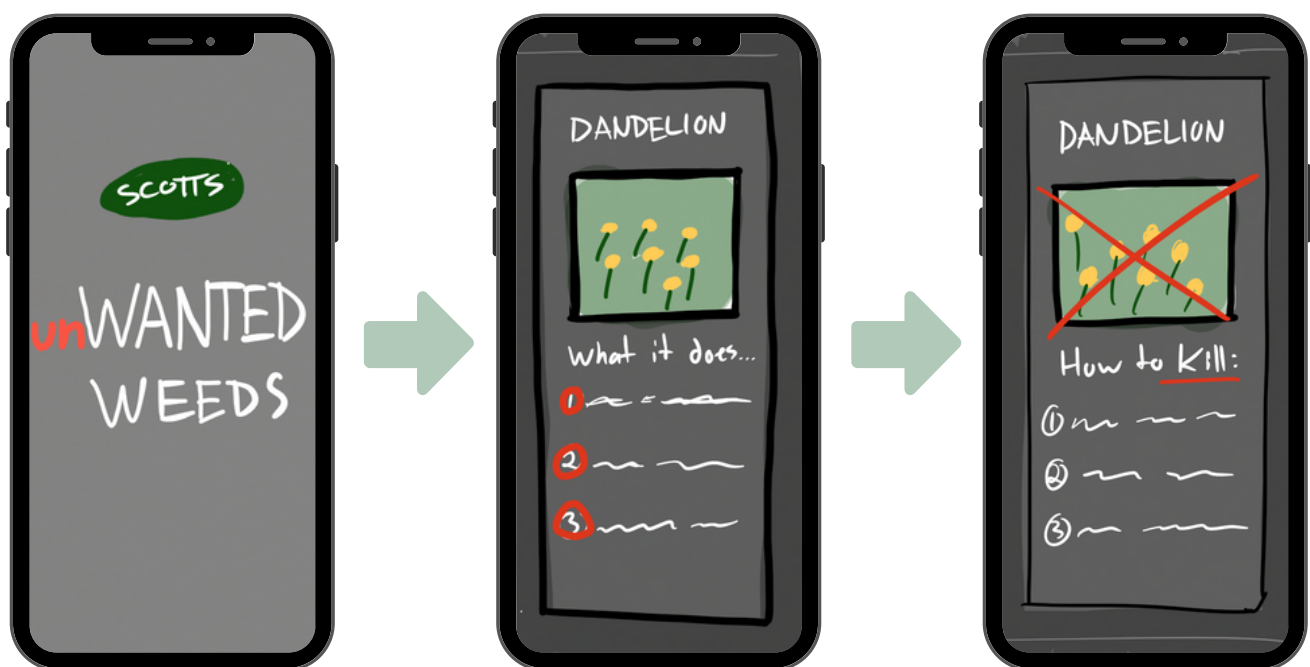
# [Un]Wanted Weeds

and how to kill them...

## the series 15s Each

In a parody of a true crime show, or perhaps an old west "wanted" poster, each weed is depicted in a dramatic style.

Each video shows pictures of the weed while a voiceover describes how they grow and how to eliminate them. When applicable, the relevant Scotts products are mentioned.



# Dad Shoes Not Required

## the idea 10s Each

Each video would focus on the unique shoes of Scotts users. The shoe would be the main focus, with the wearer's lawn care activity either in the background or in the perimeter of the shot.

This video serves a few strategic purposes. First, it shows that Scotts products can be used by anyone - not just "lawn dads". Second, the video implies that less work is required to grow a healthy lawn, since designated "yard work shoes" aren't needed. Additionally, the Scotts is portrayed as a "hip" or modern brand, both in style and in its user demographics.



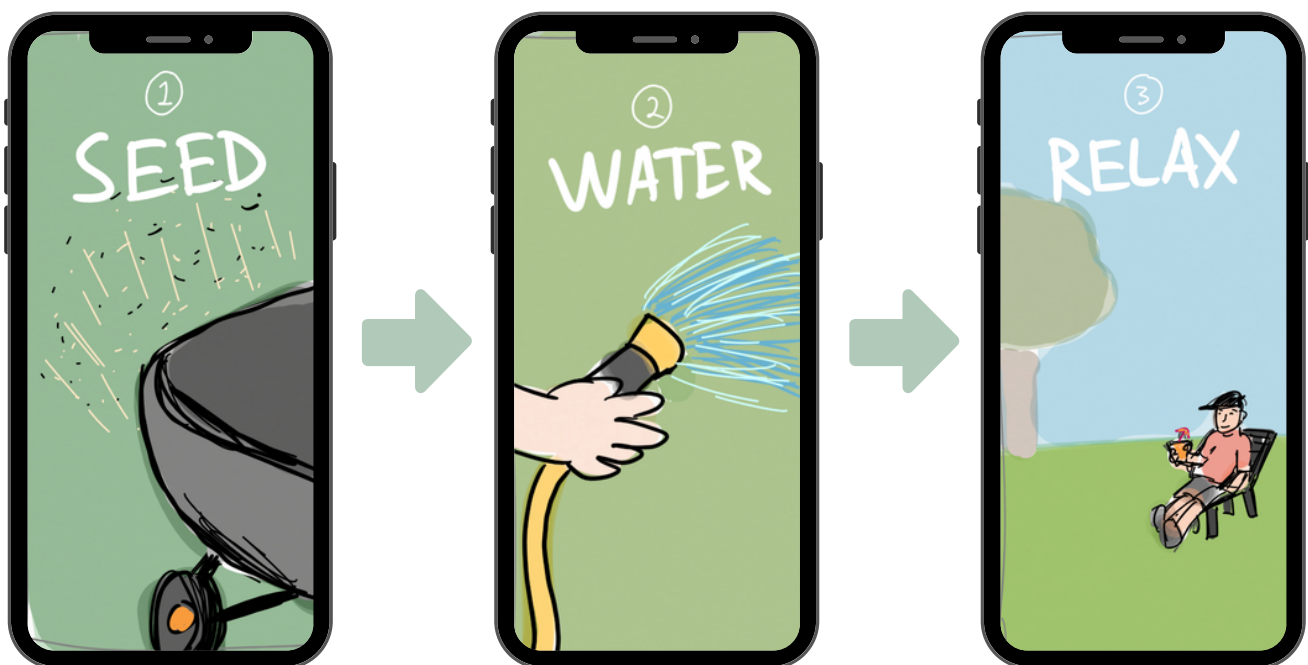


# 15s Grass Tutorial

## the idea

This video pokes fun at TikTok's multitude of tutorial videos while also utilizing the humor found in unexpected turns.

Since Scotts products are easy to use, the informational content of the video would only occupy a few seconds. The remainder of the fifteen seconds would depict a person waiting for the grass to grow, or possibly trying to fill the other ten seconds.



the

# Bare Spot Saga

[a mini series]

part one

# Breaking News

## the idea

A generic news anchor will announce the shocking disappearance of the Johnson family's long-lasting bare spot. The unsightly spot plagued the front yard for a number of years and disturbed several neighbors.



## the "script" 30s

And now, breaking news from the Hillcrest neighborhood: The long-lasting bare spot in the Johnson family's yard has vanished without a trace.

The spot was last - and always - seen just three feet from their tree in the front yard.

When asked for comment, homeowner Rob Johnson appeared too stunned to speak. He was visibly emotional, yet nobody could tell whether he was feeling joy or sadness.

However, neighbors appeared elated, noting that the eyesore was hard to miss because of its vast size and "hideous vibes."

part two

# Court Proceedings

## the idea

Another news anchor will review the key developments in the bare spot investigation. The most important event is the introduction of a bag of Scotts PatchMaster combo mix. Much speculation results...

## the "script" 30s

It's been another eventful day here at the Travis County courthouse, where the disappearance of the Johnson family's bare spot is being examined.

Many suspicions arose surrounding the fate of the spot, but no theory received as much attention as the final presentation of evidence.

A lightly used bag of Scotts PatchMaster combo mix was presented to the courtroom after investigators found it in the Johnson family's shed.

Skeptics were quick to point out that so little mix could not possibly repair such a large bare spot. However, experts explained that Scotts PatchMaster works at a greater efficiency than the mixes sold by other brands. It appears that the investigation might soon be concluded...





part three

# Bare Spot Eulogy

## the idea

Having established the cause of the bare spot's disappearance, the Johnson family holds a remembrance service for the spot. Mr. Johnson reflects fondly.



## the "script" 30s

We're gathered here today to reflect on a lasting and treasured member of our family. The bare spot under the tree will be profoundly missed.

The spot was there for many of our lives' most important moments: Our youngest son's first steps, our daughter's first time riding her bike... It was even there for all of our children's high school graduation parties - though it didn't socialize much.

Though the spot is no longer with us, its spirit lives on... Mostly in the neighbors back yard.

\*show badly patchy yard\*