

## Zarbee's 30s Ad Transcript French: For the Love of All They Can Bee

*[We open on the Zarbee's logo on a yellow background. A little girl wearing a tiara and a pirate hat runs into frame.]*

[00:00:00 - 00:00:04]

**VO:** Zarbee's knows how important it is to keep your busy bees, busy.

*[Our camera pans sideways, following her and the bee trail she leaves behind. Our view lands on a couch surrounded by cardboard cut outs of planets and moons. We see the bee trail loop as the little girl jumps onto the couch and holds her cardboard spy glass up to her eye.]*

[00:00:04 - 00:00:07]

**VO:** You don't want a cough stopping your pirate-space-princess.

*[The camera pans over to a different set where we see grass and a tree. A young boy wearing a wizard hat and glasses comes out from behind the tree. His trail follows him as he uses a large magnifying glass to look at his surroundings.]*

[00:00:07 - 00:00:10]

**VO:** Or a sore throat interrupting your wizard-scientist.

*[We pan to a table where we see the whole lineup of Zarbee's products and some of their corresponding medicinal ingredients.]*

[00:00:10 - 00:00:15]

**VO:** That's why our new range of cough and immunity syrups have you covered.

**SUPER:** new

[00:00:15 - 00:00:19]

**VO:** Zarbee's is inspired by nature. We use effective ingredients backed by science.

**SUPER:** Effective ingredients backed by science

**VISIBLE LEGAL DISCLAIMER:** For illustrative purposes only. Not all medicinal ingredients shown. See product label for full list.

*[We see a hand grab the bottle of Zarbee's Cough + Mucus syrup from the table. We pan to another set with a superhero poster, a calendar, a bed, and a desk where a firefighter helmet sits. A child is in bed and coughing slightly. The bee trail is absent from the scene. Mom enters, and we recognise the bottle she's holding as the green bottle of Zarbee's cough syrup.]*

[00:00:20 - 00:00:23]

**VO:** So, from soothing coughs to supporting immune systems

*[She gives her child some of the syrup using the dosing cup.]*

[00:00:23 - 00:00:27]

**VO:** You can help your child be the firefighter-superhero they want to be.

*[The camera pans and we see the child get up from the bed on a different day. He skips to an all-yellow set with his firefighter helmet and superhero cape on, his bee trail follows in hot pursuit. The other two children join him and their bee trails intertwine as they play.]*

[00:00:27 - 00:00:31]

**VO:** Zarbee's. For the love of all they can be.

**VISIBLE SUPER:** [Zarbee's Logo] For the (love) of all they can (bee)

**VISIBLE LEGAL DISCLAIMER:** To be sure any ZARBEE'S® product is right for your child, always read and follow the label.