

Swiffer
XL
DRY+WET
SWEEPING KIT

1 SWEEPER

A green Swiffer XL sweeper is shown sweeping a white cloth over a dark blue mat.

8 DRY CLOTHS + 2 WET CLOTHS

Stacks of white dry cloths and two wet cloths with water droplets are shown.

Swiffer
DUSTER

A yellow Swiffer duster is shown on a wooden surface.

Swiffer
SWEEP
+MOP
DELUXE

LOVE IT OR YOUR
MONEY BACK

A Swiffer Sweep+Mop Deluxe sweeper is shown next to its packaging.

Swiffer
POWER MOP

5X
perfume*

A Swiffer Power Mop is shown next to a bottle of Swiffer Power Mop cleaning solution.

*compared to Swiffer WetJet cleaning solution

Swiffer

Stop Cleaning
Start Swiffering

Swiffer
HEAVY DUTY

A Swiffer Heavy Duty sweeper is shown next to its packaging.

Swiffer Full up TVC Boards

SMC
CREATIVE

The Swiffer logo is displayed in a stylized, blue, cursive font with a white outline. The letter 'i' has a small orange dot above it. The logo is set against a light green background that transitions into a darker green at the bottom.

Stop Cleaning
Start *Swiffering*



"Mia's
Cleaning
Confession"
TVC
TRT :30

100



MIA'S CLEANING CONFESSION

Talent: Mia, Dog

Wardrobe: Outfit #2

Setting: Living Room

Props: Chair

101



Talent: Dog

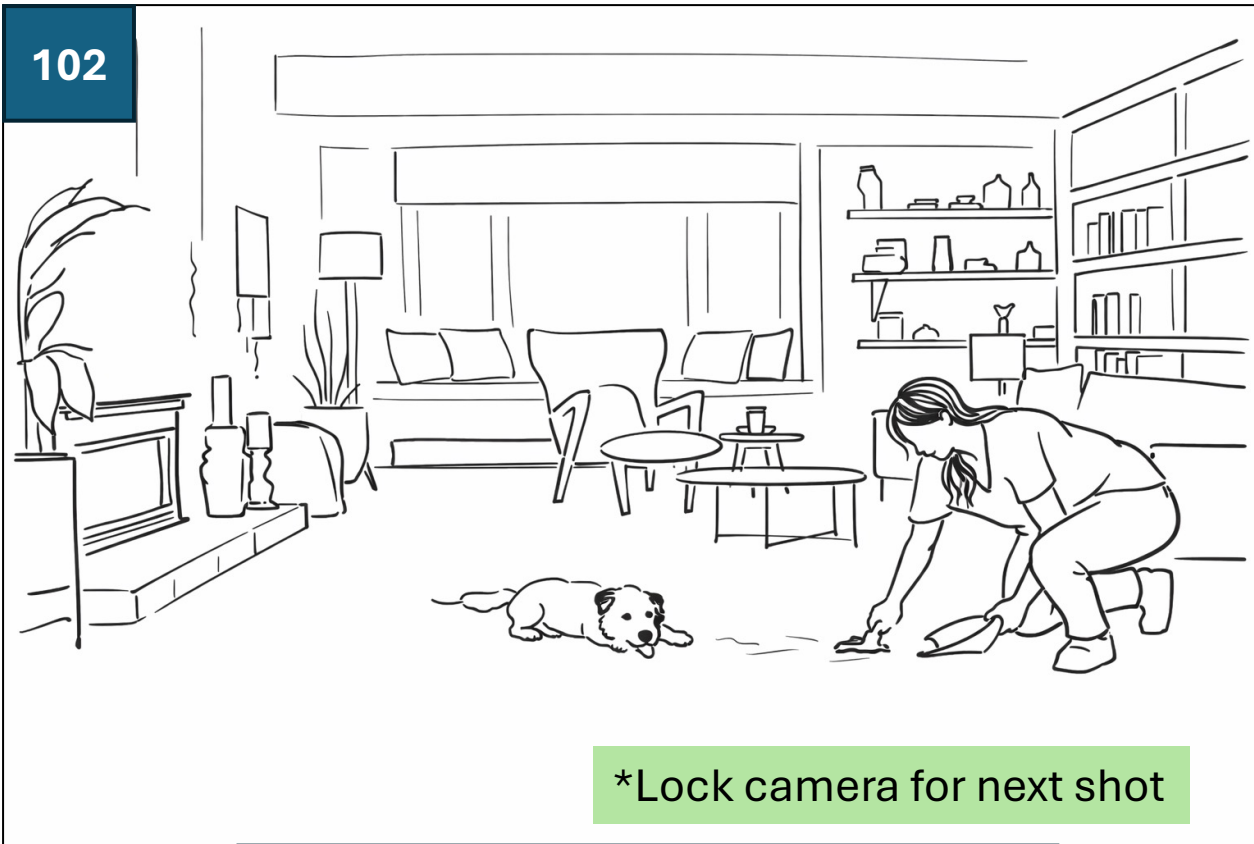
Wardrobe: N/A

Setting: Living Room

Props: N/A

I admit, ever since I got this little guy, I struggled with his big messes

102



*Lock camera for next shot

Talent: Mia, Dog
 Wardrobe: Outfit #1
 Setting: Living Room
 Props: Various Living Room items, sweeper and duster

103

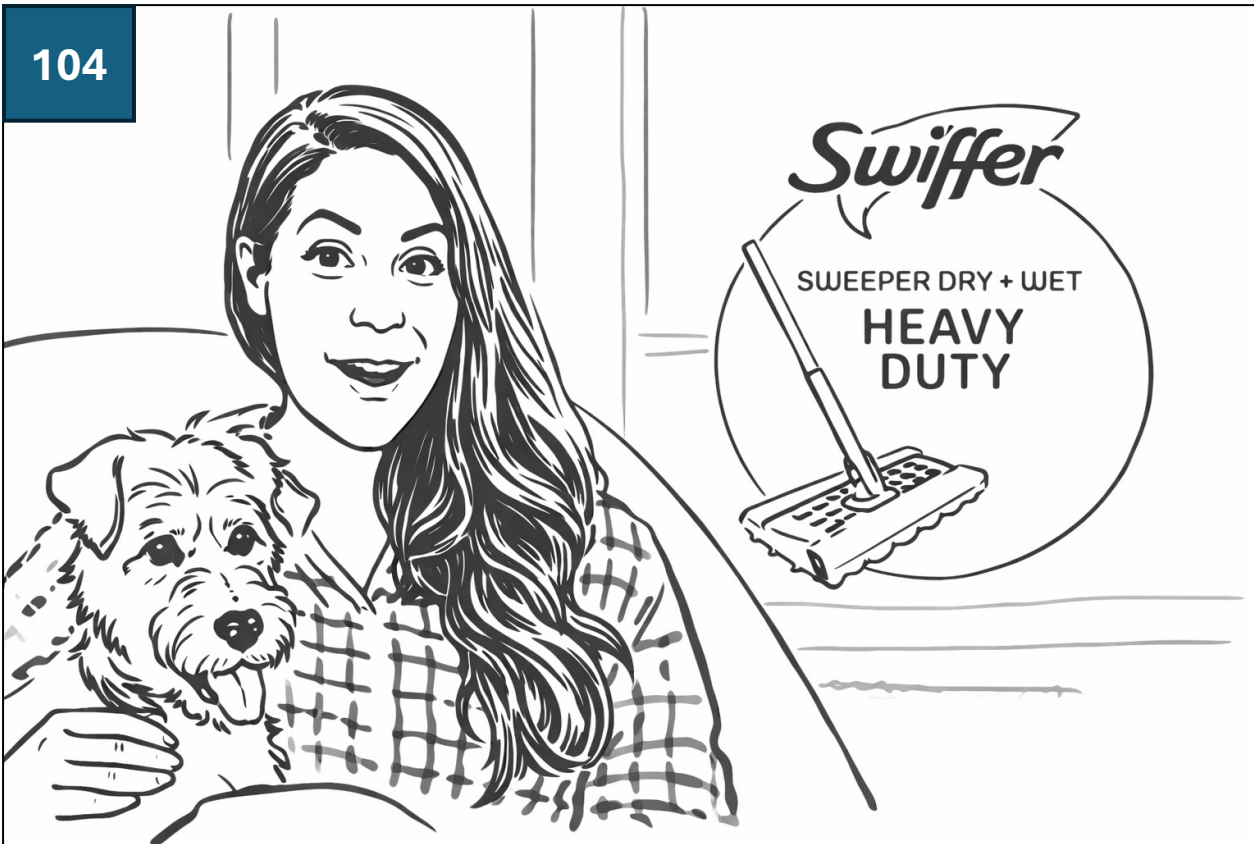


*same talent – different outfits

Talent: Mia and Dog
 Wardrobe: Outfit #1,2,3,4
 Setting: Living Room
 Props: Mop, Broom, Dustpan, Vacuum

I felt like I was just constantly cleaning up his hair!

104



Talent: Mia, Dog
Wardrobe: Outfit #2
Setting: Living Room
Props: Chair

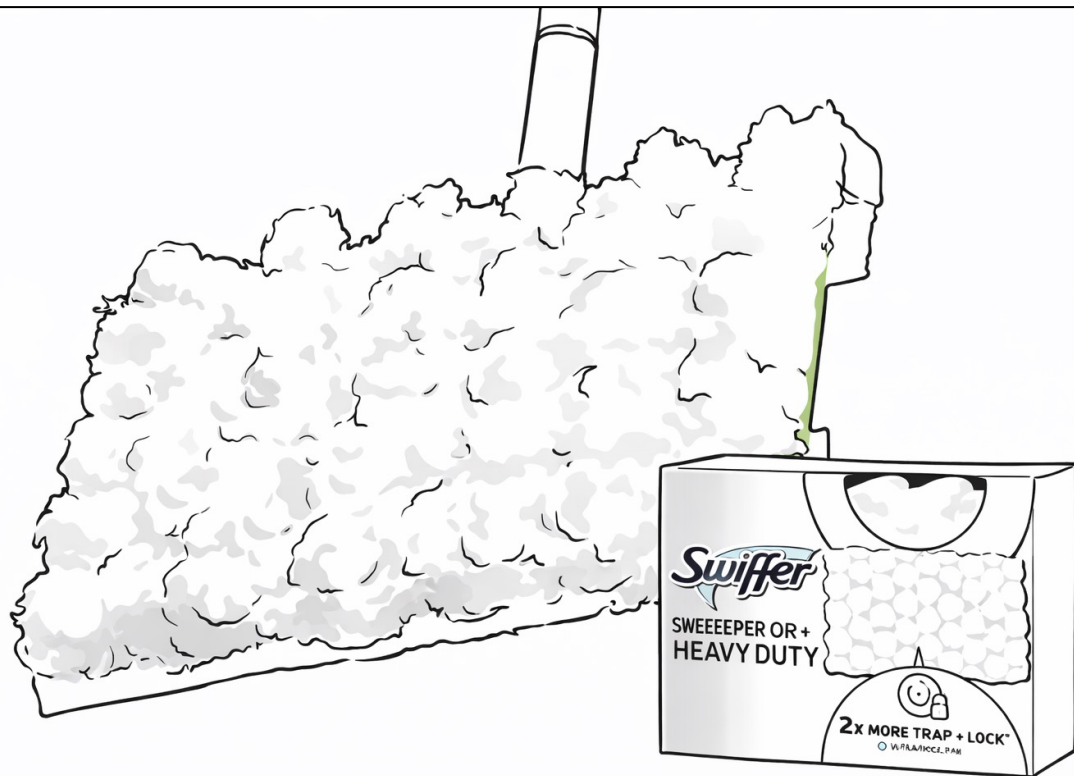
105



Talent: Mia
Wardrobe: Outfit #2
Setting: Living Room
Props: Swiffer Sweeper

Then I got my paws on the Swiffer sweeper – it's a game changer! Ah!

106



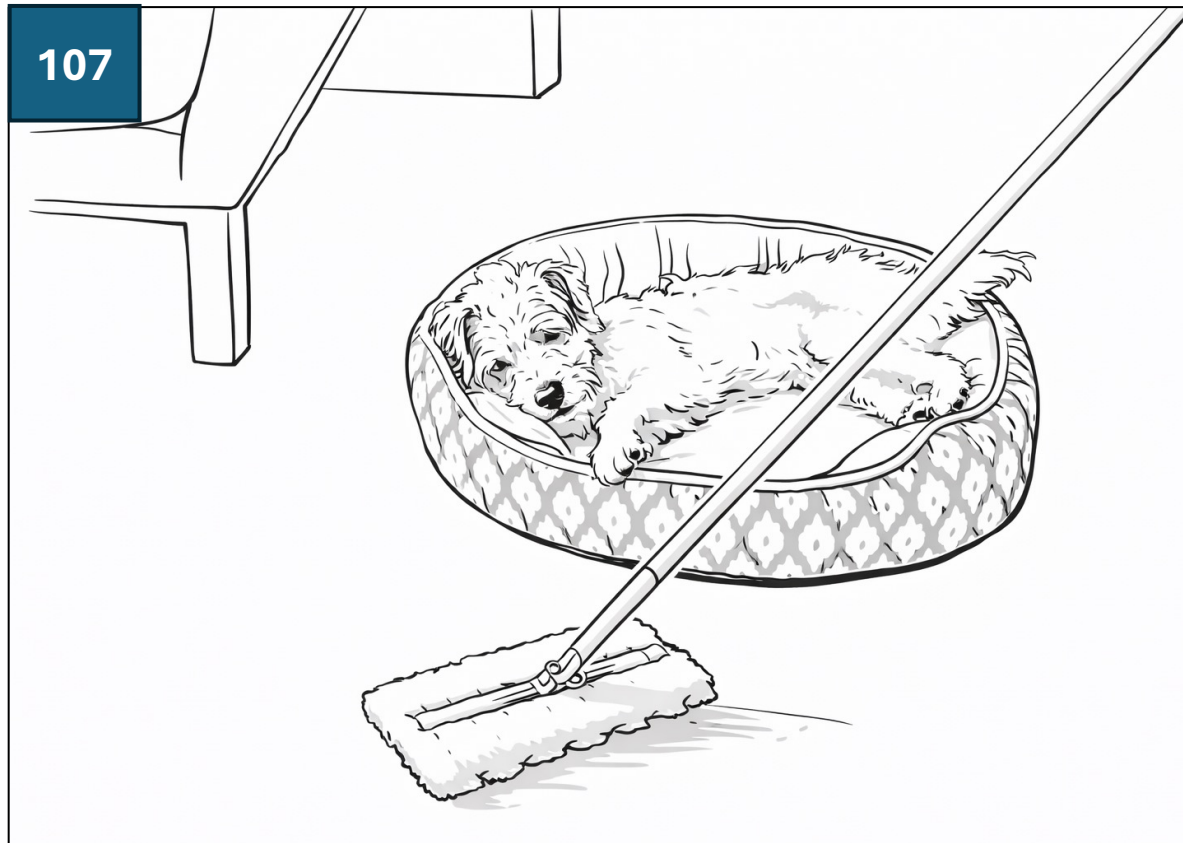
Talent: N/A

Wardrobe: N/A

Setting: Living Room

Props: Swiffer Sweeper, Dry Cloths

107



Talent: Dog

Wardrobe: N/A

Setting: Living Room

Props: Dog Bed, Swiffer Sweeper, Dry Cloths

These heavy duty dry cloths....

108



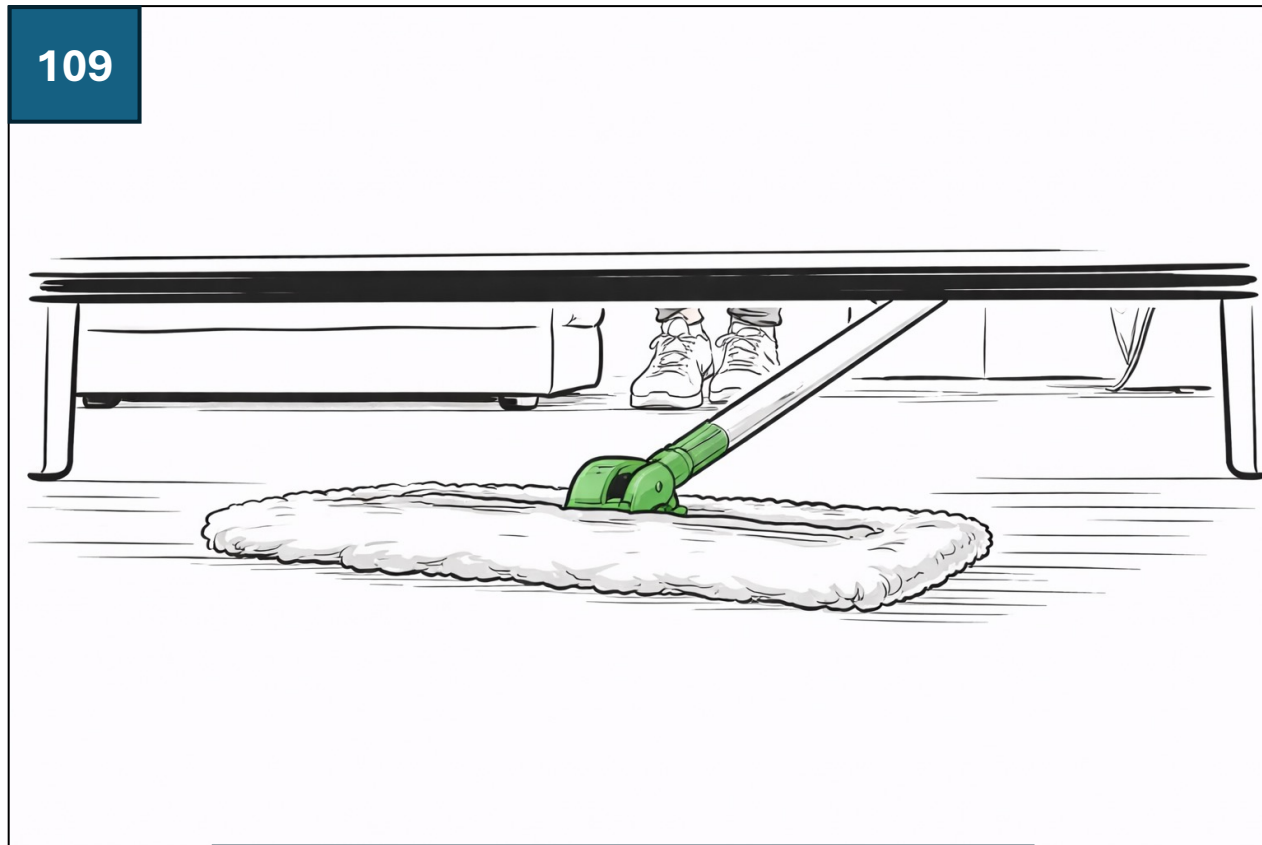
Talent: Mia, Dog

Wardrobe: Outfit #2

Setting: Living Room

Props: Swiffer Sweeper, Couch Plant,
Dry Cloths

109



Talent: Mia

Wardrobe: Outfit #2

Setting: Living Room

Props: Couch, Swiffer Sweeper + Dry
Cloths

pick up a crazy amount of hair! Yo!

110



Talent: Mia, Dog

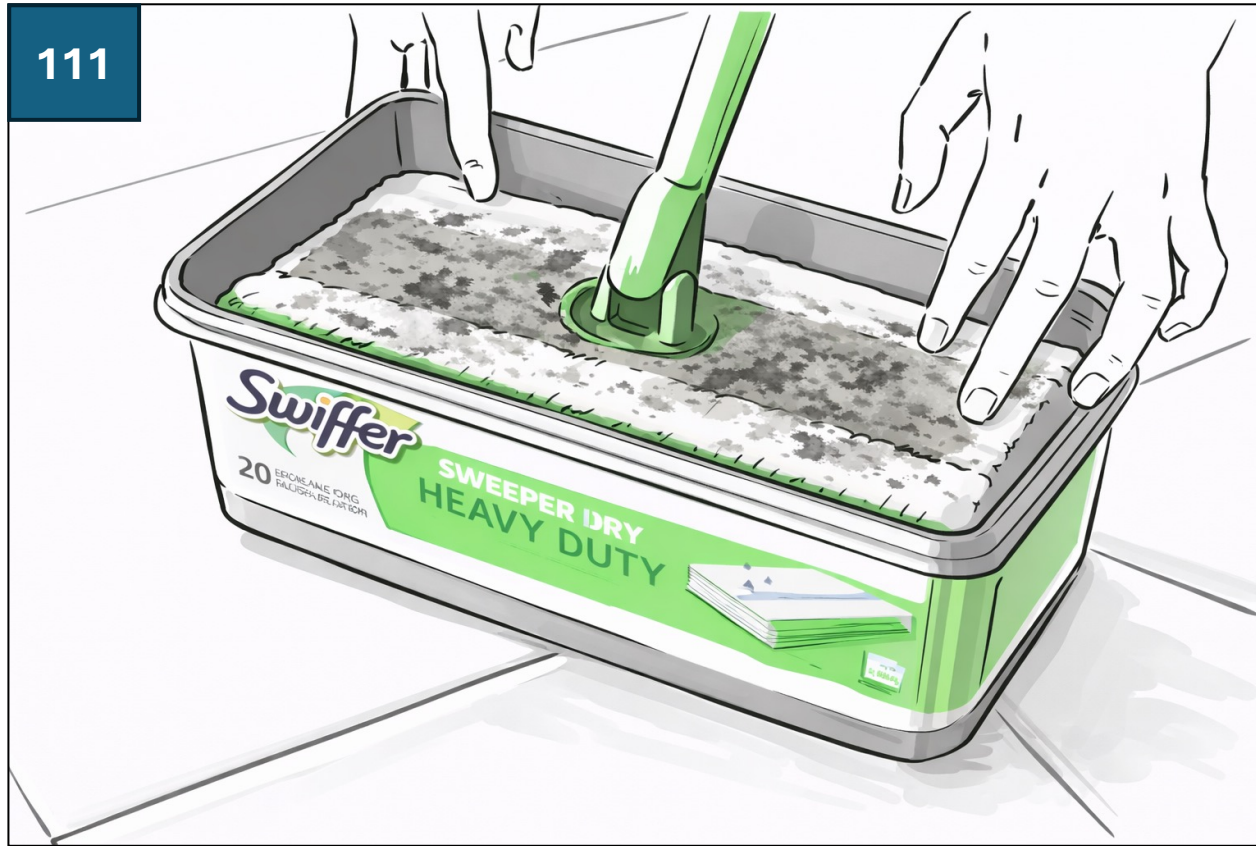
Wardrobe: Outfit #2

Setting: Living Room

Props: Swiffer Sweeper, Dirty Dry
Cloths, Couch

This is all you!

111



Talent: Mia

Wardrobe: N/A

Setting: Mud Room

Props: Swiffer Sweeper, Wet Cloths

And these heavy duty wet cloths



Talent: Dog
Wardrobe: N/A
Setting: Mud Room
Props: Dog Bowls, Shoes



Talent: N/A
Wardrobe: N/A
Setting: Mud Room
Props: Swiffer Sweeper + Wet Cloths

Captures whatever he drags in...

114



Talent: N/A

Wardrobe: N/A

Setting: Mud Room

Props: Dog Bowls, Dog Toy, Swiffer Sweeper + Wet Cloths

115



Talent: Mia

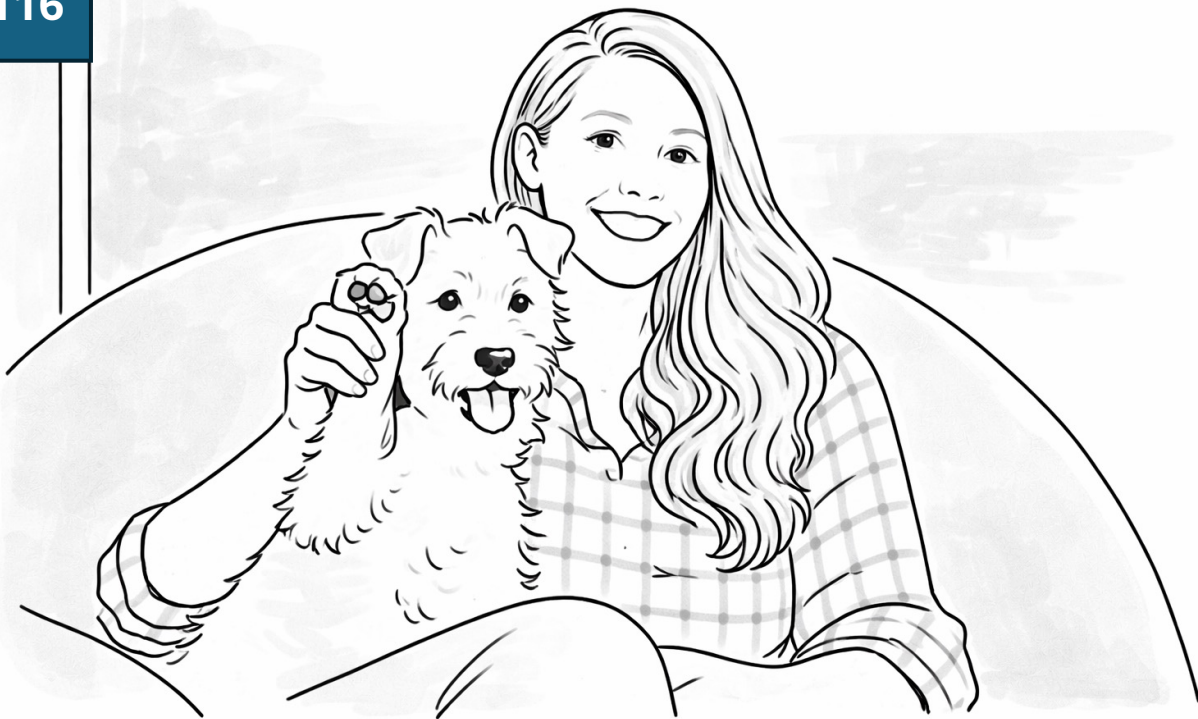
Wardrobe: Outfit #2

Setting: Mud Room

Props: Swiffer Sweeper + Dirty wet cloth

I get the cleaning power of a mop, with the easy of a wipe!

116



Talent: Mia, Dog
Wardrobe: Outfit #2
Setting: Living Room
Props: Chair

117



Talent: Mia, Dog
Wardrobe: Outift #2
Setting: Living Room
Props: Lamp, Table, Couch, Dog Bed

Wow! Clean Floors every day! That's our new trick!

118

Swiffer

Stop Cleaning
Start Swiffering



Talent: N/A

Wardrobe: N/A

Setting: N/A

Props: N/A

We stopped cleaning and started swiffering!

EW



**LOVE IT OR YOUR
MONEY BACK***



Swiffer Mop
Deluxe

"The Mother of
All Cleans" TVC

TRT :30

200



Talent: Dad
Wardrobe: Outift #5
Setting: Kitchen
Props: N/A

201



Talent: Dad
Wardrobe: Outift #5
Setting: Kitchen Cabinet
Props: Swiffer Sweep + Mop Deluxe
and Swiffer Mop Wet Sheets

Dad: Woah!

202



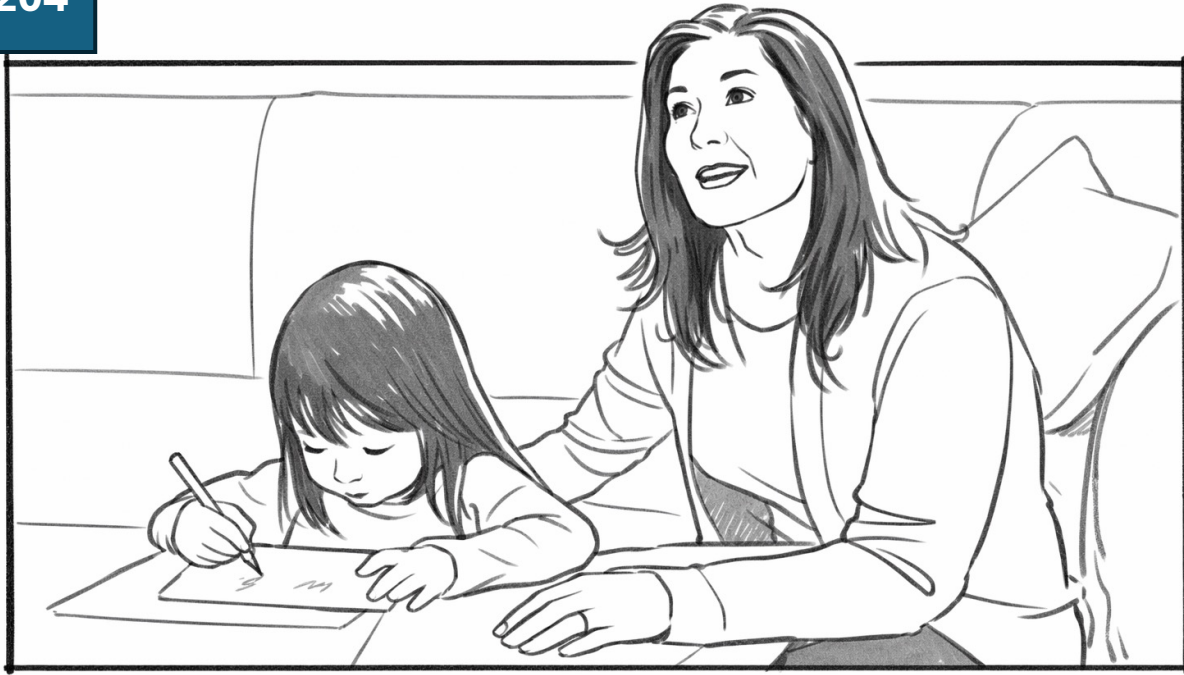
Talent: Dad
 Wardrobe: Outfit #5
 Setting: Living Room
 Props: Swiffer Sweep + Mop

203



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfit #5, 6, 7
 Setting: Living Room
 Props: Swiffer Sweep + Mop

Narrator: New Swiffer Mop Deluxe is made for small spaces. For a clean even mom approves of.



Talent: Kid, Dads mom

Wardrobe: Outfit #6, 7

Setting: Living Room

Props: Couch, Paper, Pencil

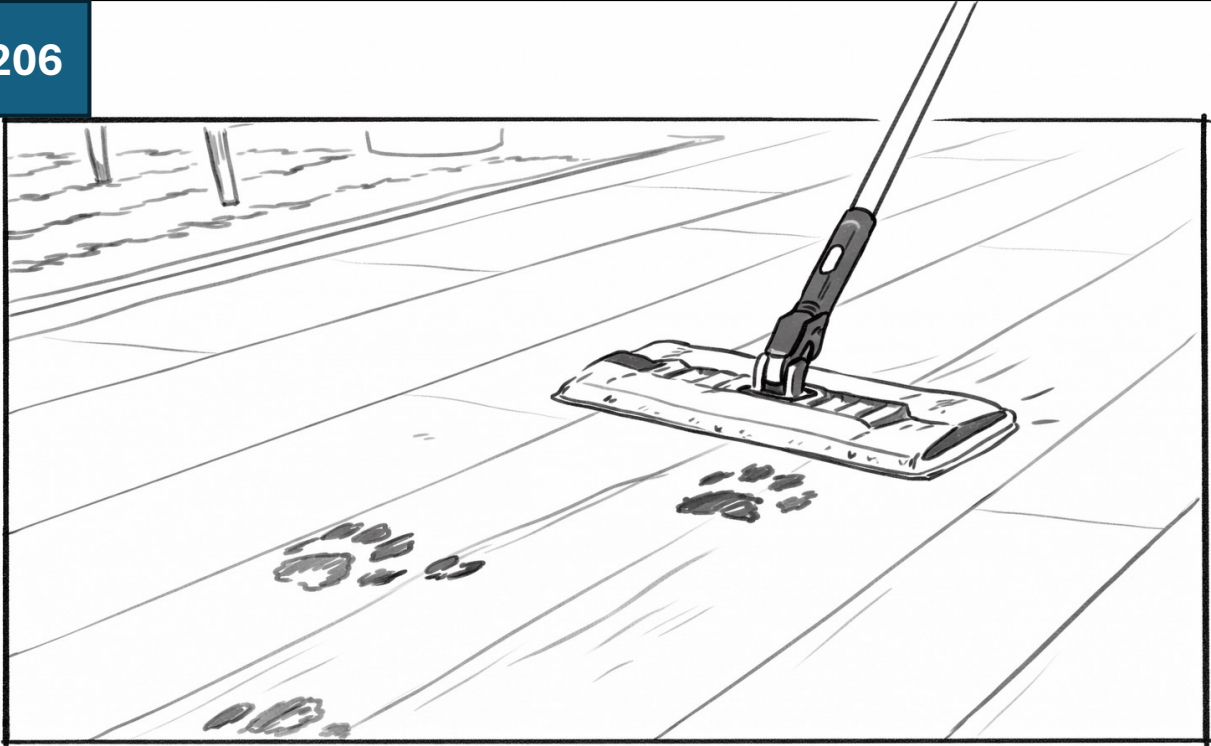
Mom: That's new

205



Talent: Dad
 Wardrobe: Outfit #5
 Setting: Living Room
 Props: Swiffer Sweep + Mop

206



Talent: N/A
 Wardrobe: N/A
 Setting: Living Room
 Props: Swiffer Sweep + Mop

Narrator: Just grab a pad and go! The built in solution traps dirt and locks it away.

207



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfits 5, 6, 7
 Setting: Living Room
 Props: Dining layout, Swiffer Sweep + Mop

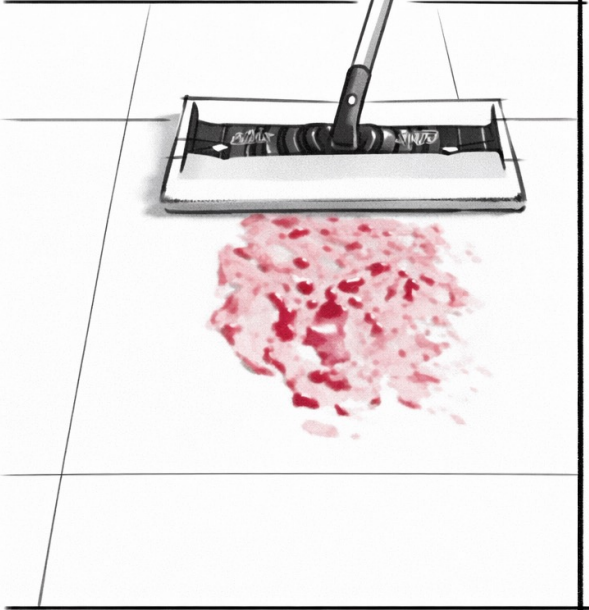
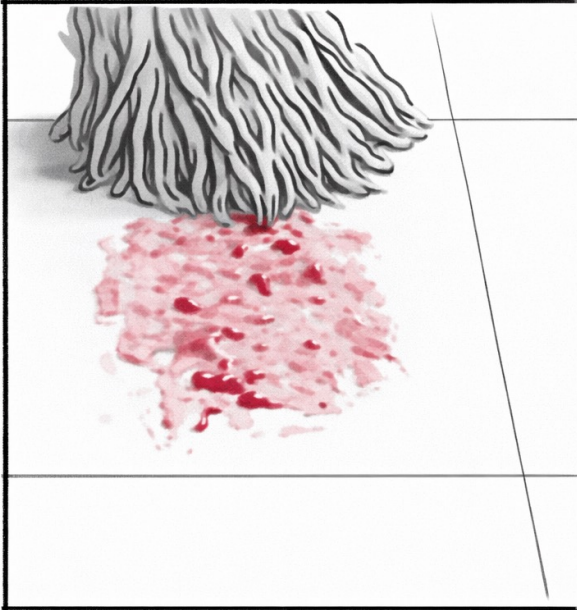
208



Talent: Dads mom, Kid
 Wardrobe: Outifts #6, 7
 Setting: Living Room
 Props: Swiffer Sweep + Mop

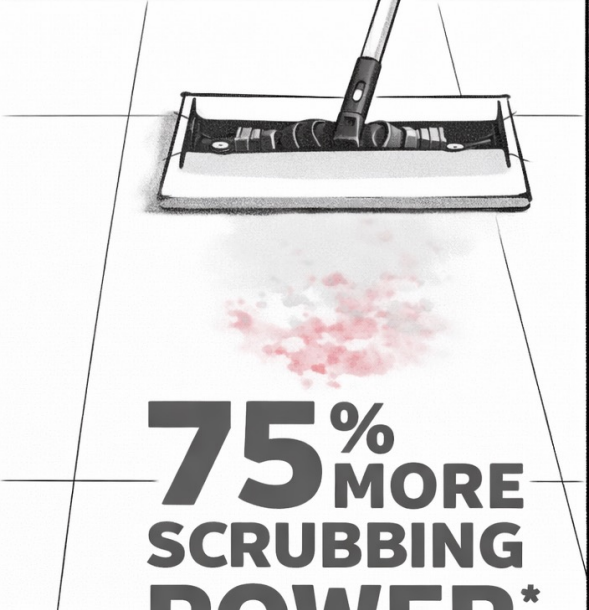
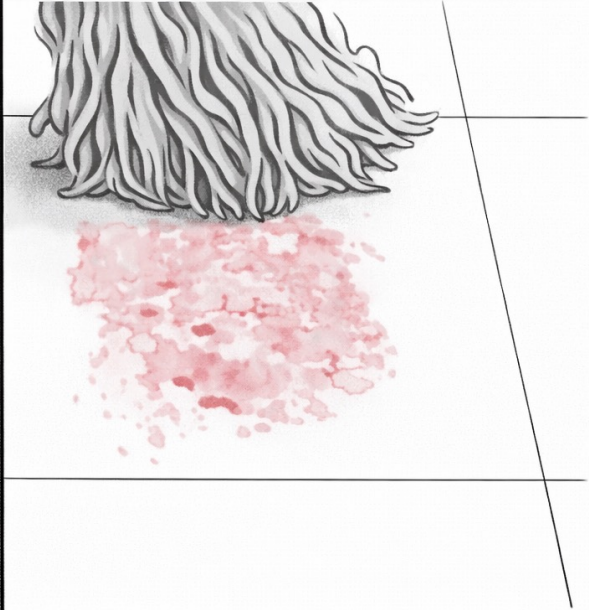
Mom: Still White!

209



Talent: N/A
 Wardrobe: N/A
 Setting: Kitchen with tile
 Props: Swiffer Sweep + Mop and a regular mop

210



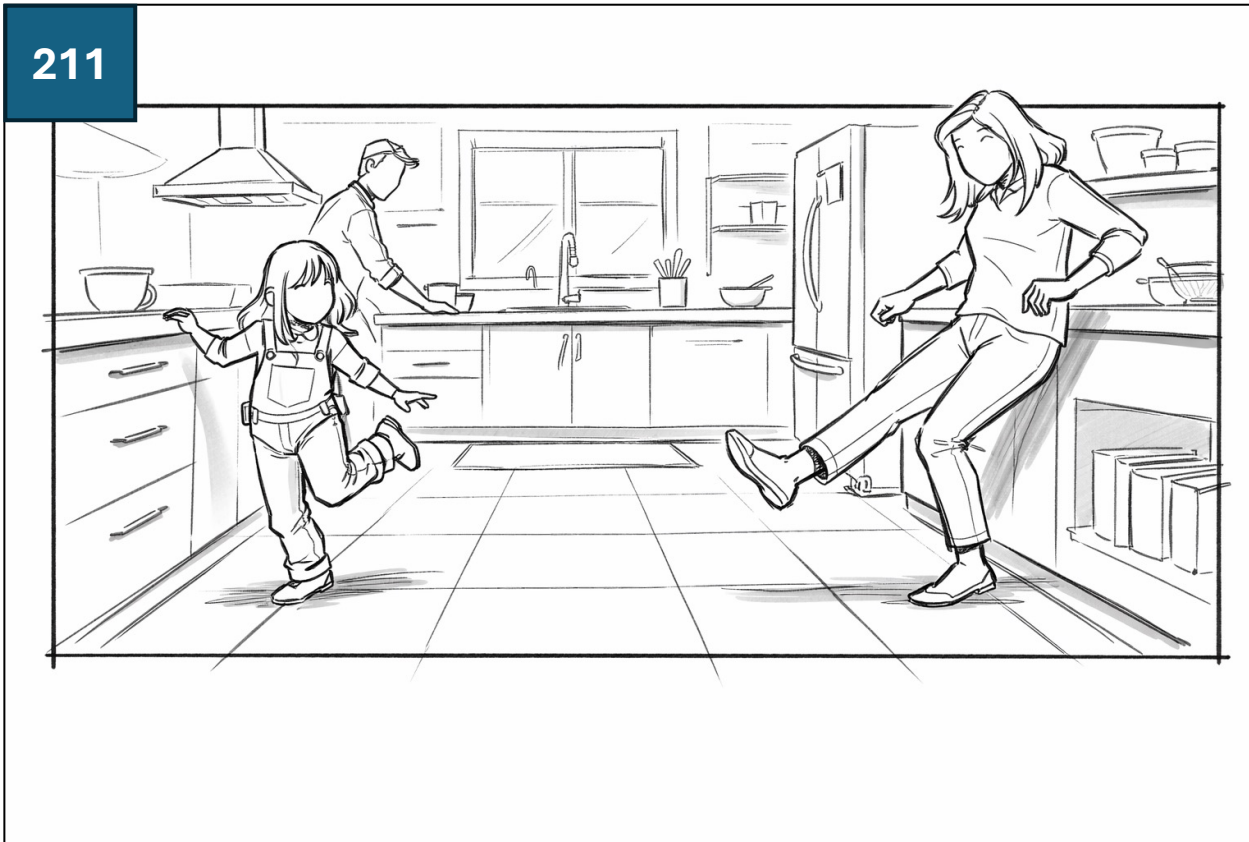
*Legal Demo – hero should be clean

*scrubbing strip area vs Swiffer Wet Mopping Cloths.

Talent: N/A
 Wardrobe: N/A
 Setting: Kitchen with tile
 Props: Swiffer Sweep + Mop and a regular mop

Narrator: The upgraded strip has 75% more scrubbing power

211



Talent: Dad, Dads Mom, Kid

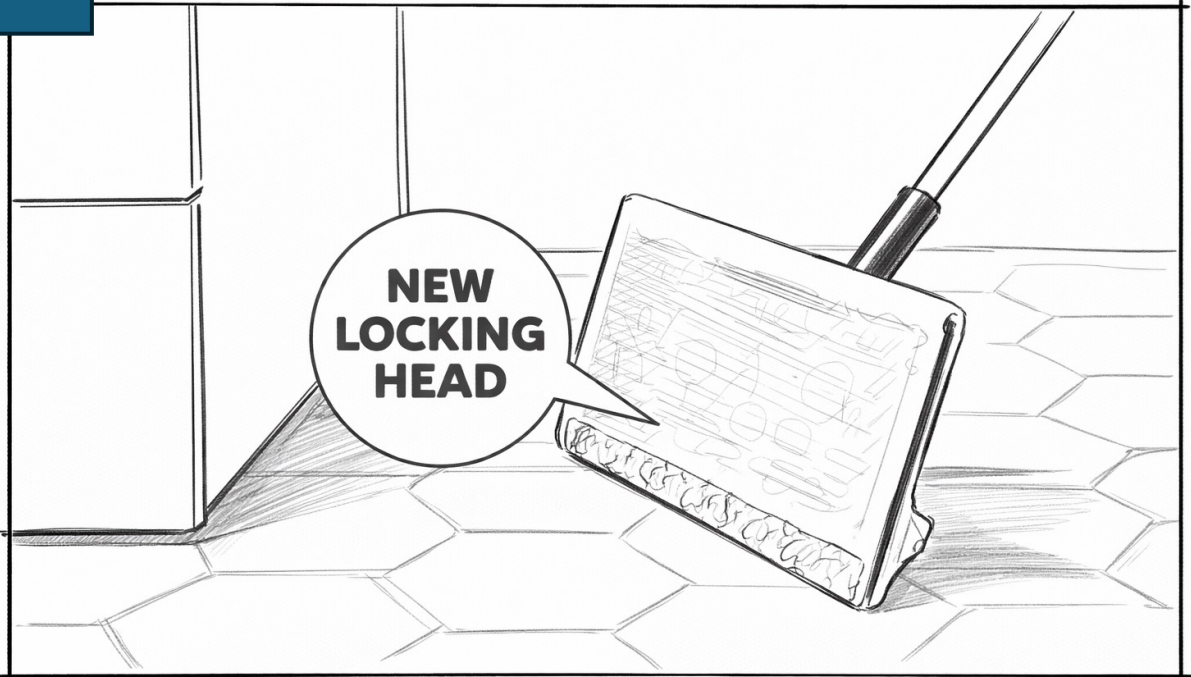
Wardrobe: Outfits #5, 6, 7

Setting: Kitchen

Props: Kitchen layout

Mom: Hmm... Still Clean

212



Talent: N/A
 Wardrobe: N/A
 Setting: Bathroom
 Props: Swiffer Sweep + Mop and cabinet

213



Talent: N/A
 Wardrobe: N/A
 Setting: Bathroom
 Props: Swiffer Sweep + Mop

Narrator: And with the new locking head, getting into tight spaces is simple!

214



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfit #5, 6, 7
 Setting: Bathroom hallwav
 Props: Swiffer Sweep + Mop

215



Talent: Dads Mom
 Wardrobe: Outfit #6
 Setting: Bathroom hallwav
 Props: Swiffer Sweep + Mop with dirty sheet

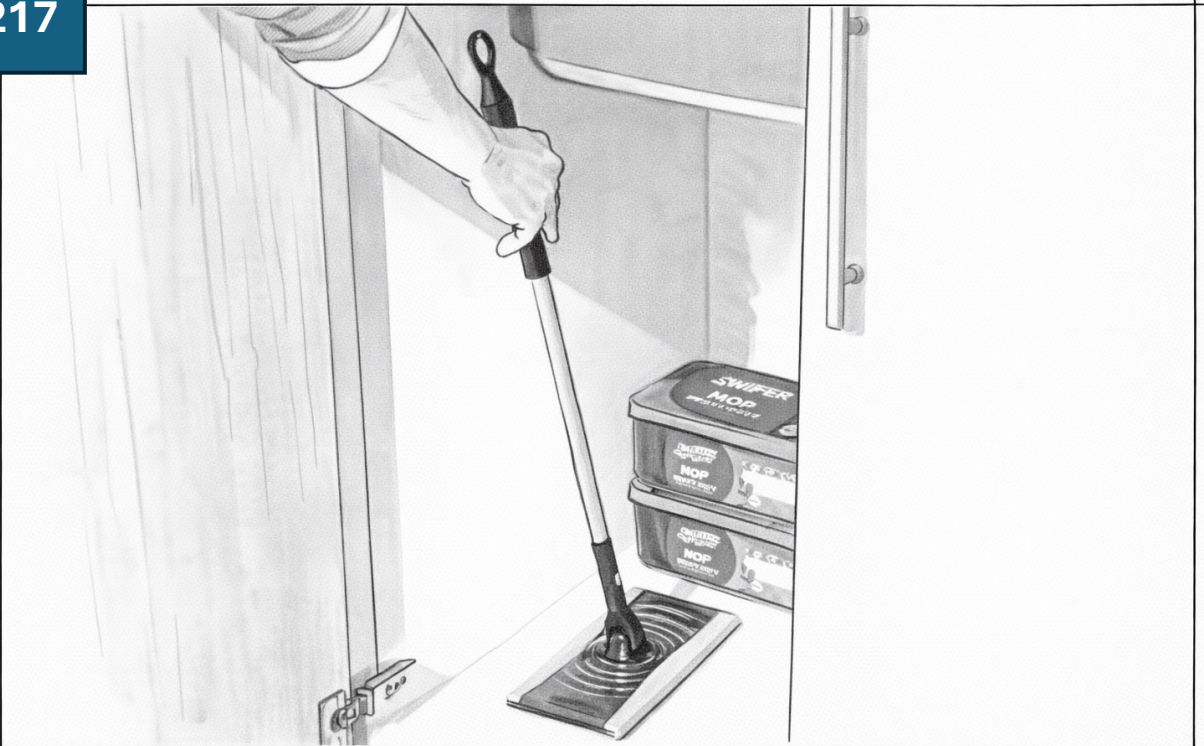
Mom: Can I borrow it?

216



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfits #5, 6, 7
 Setting: Living Room/Kitchen
 Props: Swiffer Sweep + Mop

217



Talent: Dad
 Wardrobe: Outfit #5
 Setting: Kitchen Cabinet
 Props: Swiffer Sweep + Mop and sheets

Narrator: The all new swiffer mop delux!



Talent: N/A
Wardrobe: N/A
Setting: N/A
Props: N/A

Narrator: The Mother of All cleans

EW



**LOVE IT OR YOUR
MONEY BACK***



Socials Swiffer
Mop Deluxe
"The Mother of
All Cleans" TVC
9:16

TRT :15

202



Talent: Dad
 Wardrobe: Outfit #5
 Setting: Living Room
 Props: Swiffer Sweep + Mop

203



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfit #5, 6, 7
 Setting: Living Room
 Props: Swiffer Sweep + Mop

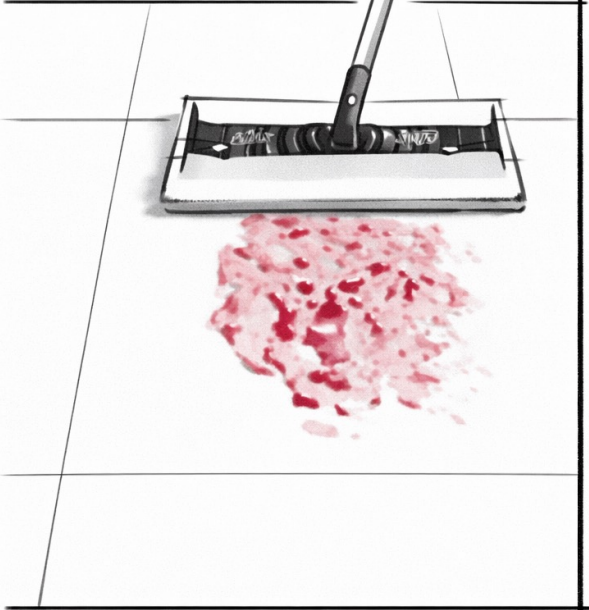
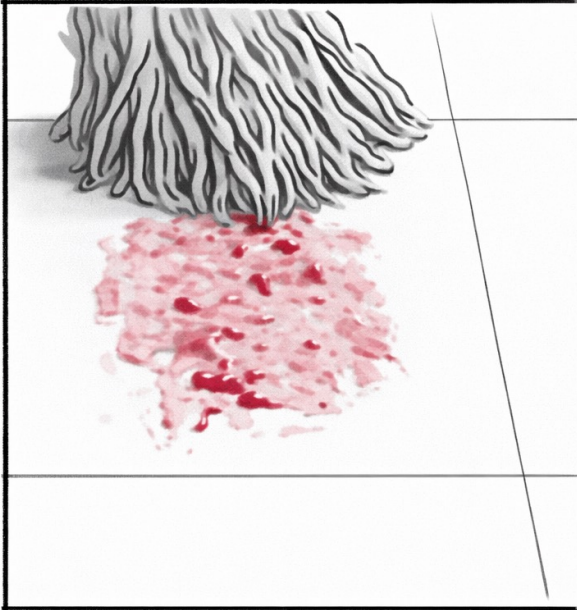
Narrator: New Swiffer Mop Deluxe is made for small spaces. For a clean even mom approves of.



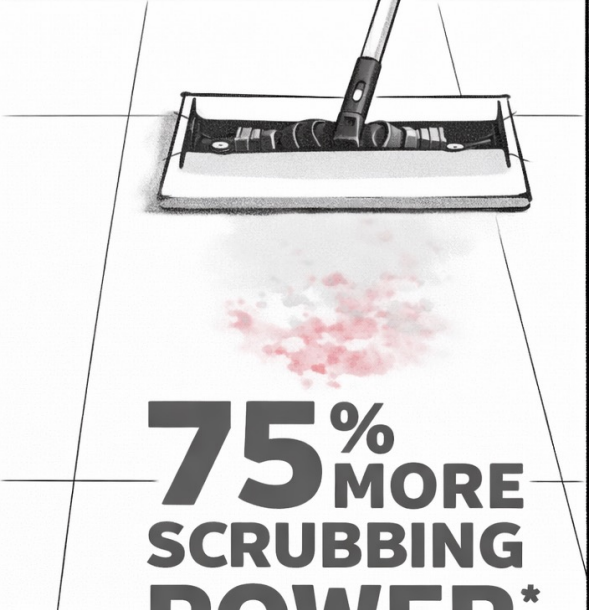
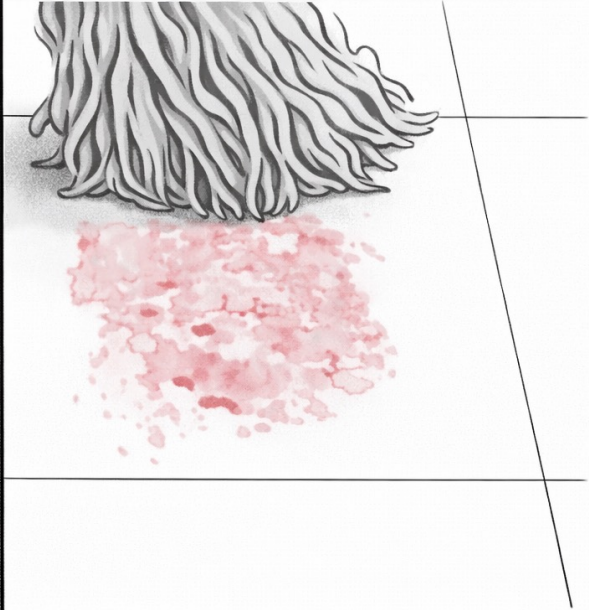
Talent: Kid, Dads mom
Wardrobe: Outfit #6, 7
Setting: Living Room
Props: Couch, Paper, Pencil

Mom: That's new

209



210



75% MORE SCRUBBING POWER*

*Legal Demo – hero should be clean

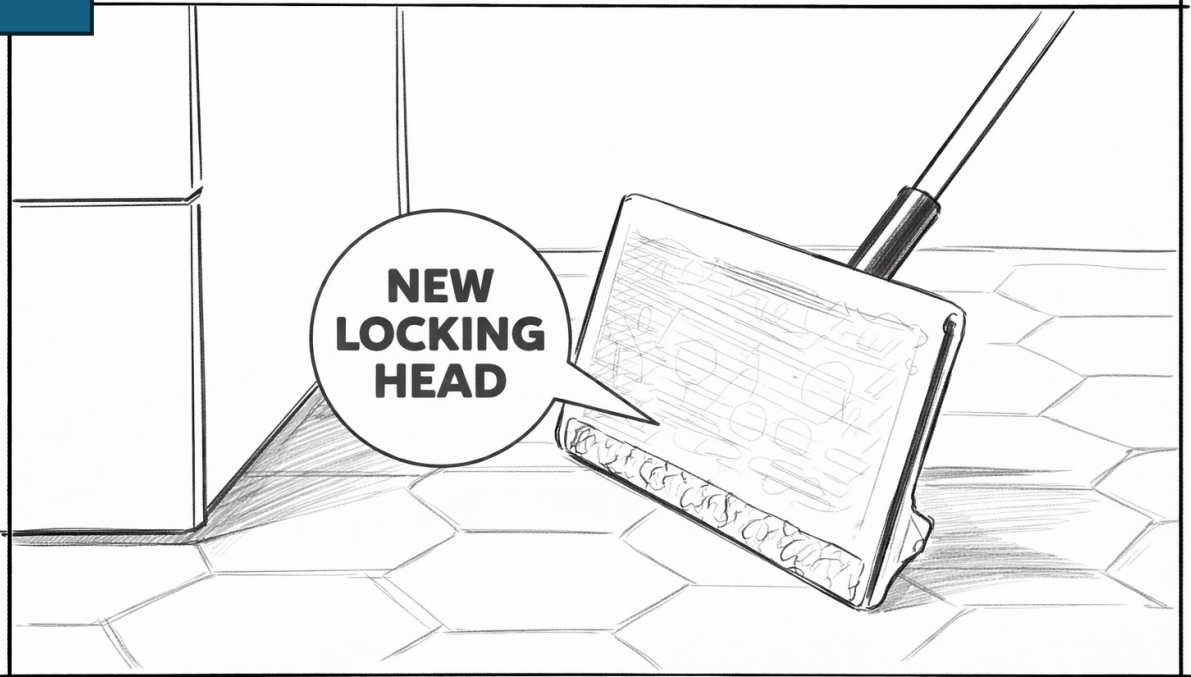
*scrubbing strip area vs Swiffer Wet Mopping Cloths.

Talent: N/A
 Wardrobe: N/A
 Setting: Kitchen with tile
 Props: Swiffer Sweep + Mop and a regular mop

Talent: N/A
 Wardrobe: N/A
 Setting: Kitchen with tile
 Props: Swiffer Sweep + Mop and a regular mop

Narrator: The upgraded strip has 75% more scrubbing power

212



Talent: N/A
 Wardrobe: N/A
 Setting: Bathroom
 Props: Swiffer Sweep + Mop and cabinet

213



Talent: N/A
 Wardrobe: N/A
 Setting: Bathroom
 Props: Swiffer Sweep + Mop

Narrator: And with the new locking head, getting into tight spaces is simple!

214



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfit #5, 6, 7
 Setting: Bathroom hallwav
 Props: Swiffer Sweep + Mop

215



Talent: Dads Mom
 Wardrobe: Outfit #6
 Setting: Bathroom hallwav
 Props: Swiffer Sweep + Mop with dirty sheet

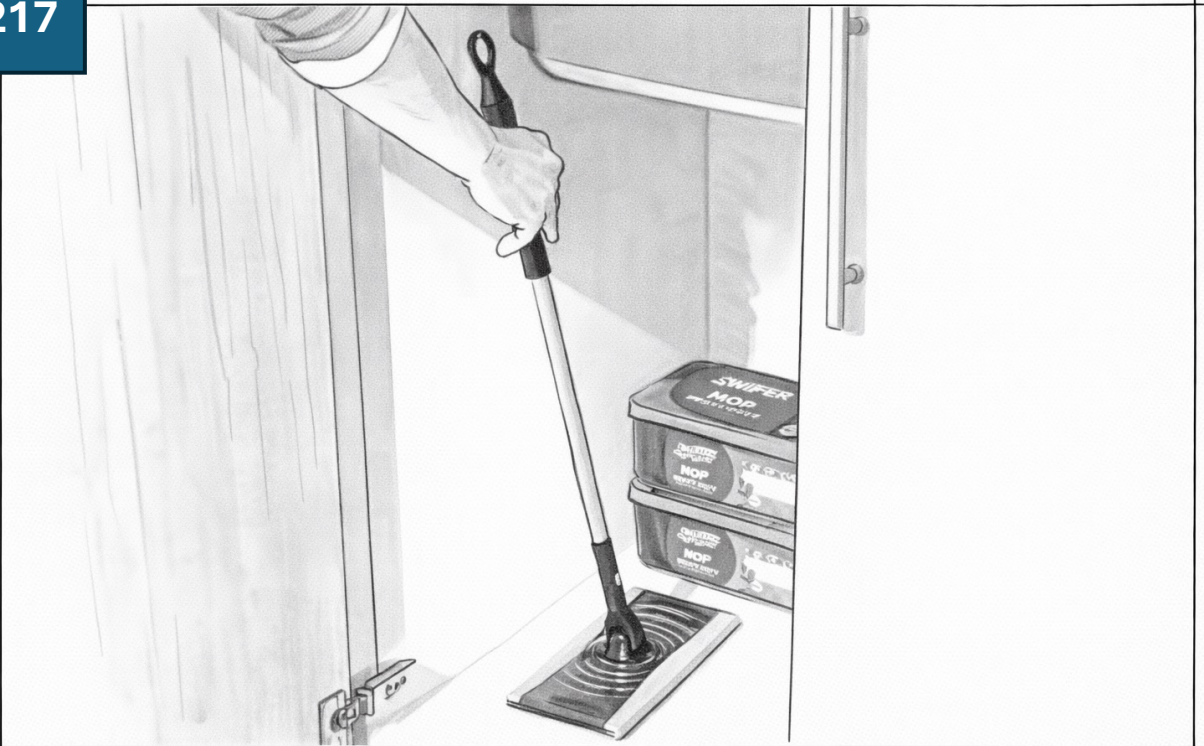
Mom: Can I borrow it?

216



Talent: Dad, Dads Mom, Kid
 Wardrobe: Outfits #5, 6, 7
 Setting: Living Room/Kitchen
 Props: Swiffer Sweep + Mop

217



Talent: Dad
 Wardrobe: Outfit #5
 Setting: Kitchen Cabinet
 Props: Swiffer Sweep + Mop and sheets

Narrator: The all new swiffer mop delux!



Talent: N/A
Wardrobe: N/A
Setting: N/A
Props: N/A

Narrator: The Mother of All cleans

NEW

Swiffer POWERMOP

MOP SMARTER

Swiffer Power Mop
"Mop Smarter" TVC

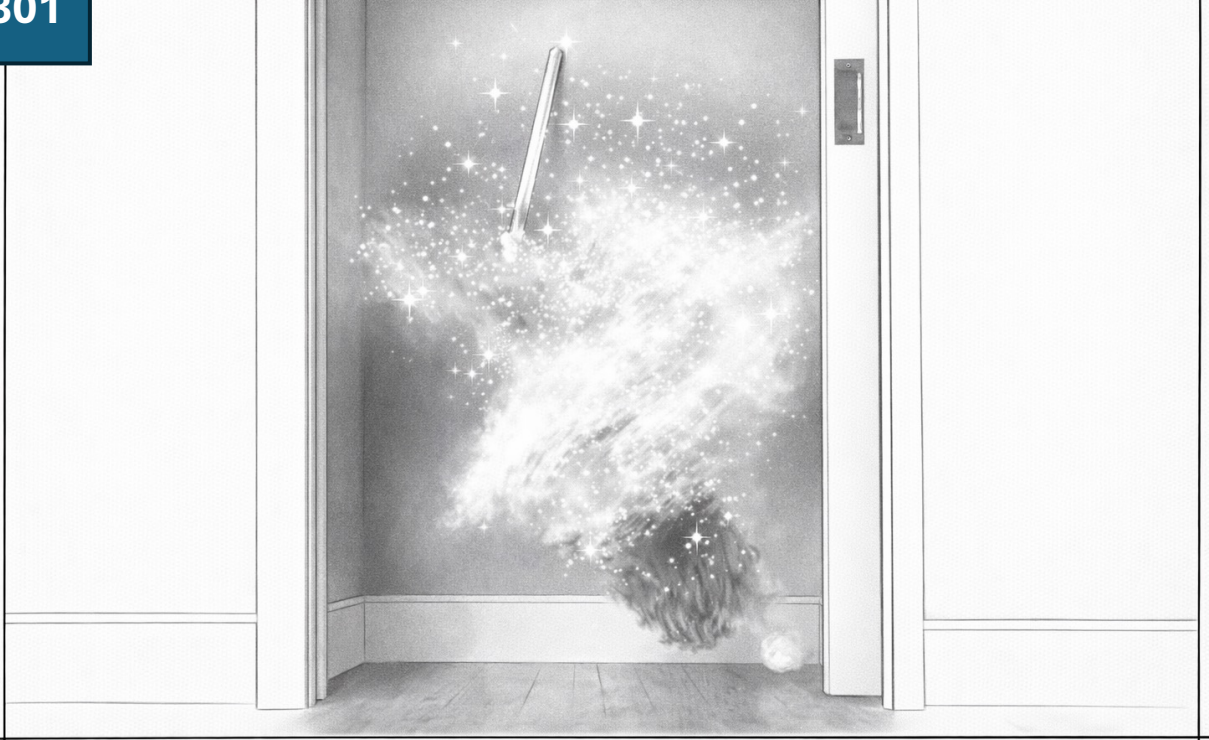
- TRT :30

300



Talent: n/a
 Wardrobe: n/a
 Setting: closet
 Props: mop bucket and soap

301



Talent: n/a
 Wardrobe: n/a
 Setting: closet
 Props: magic

Narrator: Looking for a smarter way to mop?

302



Talent: n/a

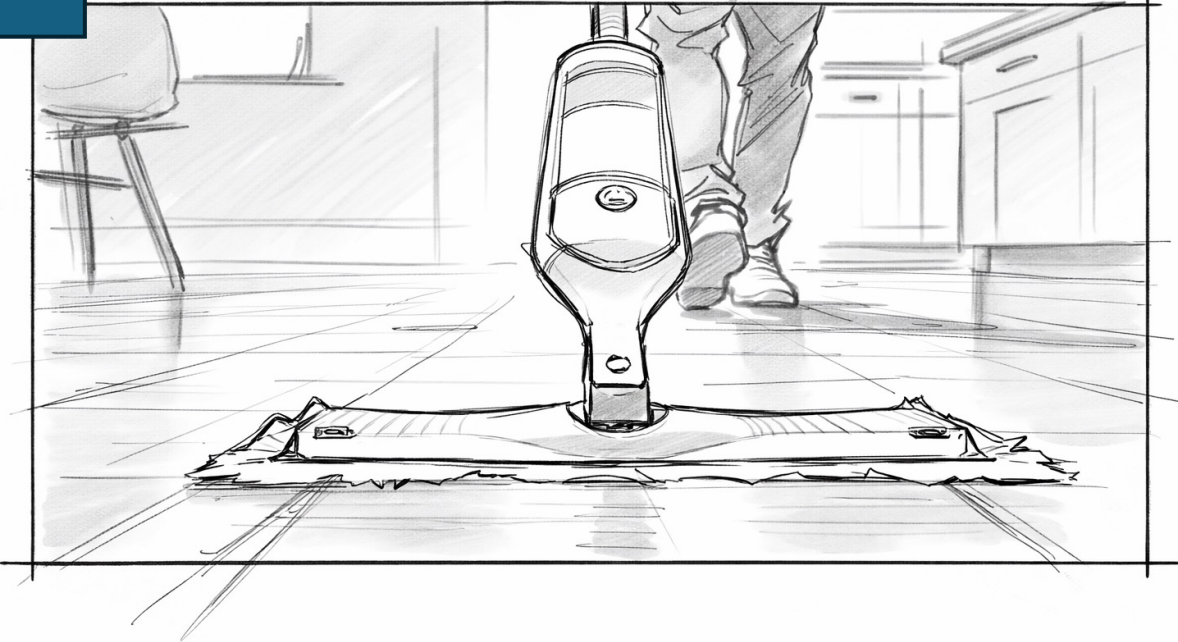
Wardrobe: n/a

Setting: n/a

Props: n/a

Narrator: Introducing the new Swiffer power mop. An all-in-one cleaning tool...

303



Talent: husband
 Wardrobe: outfit 8
 Setting: kitchen
 Props: swiffer powermop

304



Talent: n/a
 Wardrobe: n/a
 Setting: living room
 Props: dirty floor, swiffer powermop

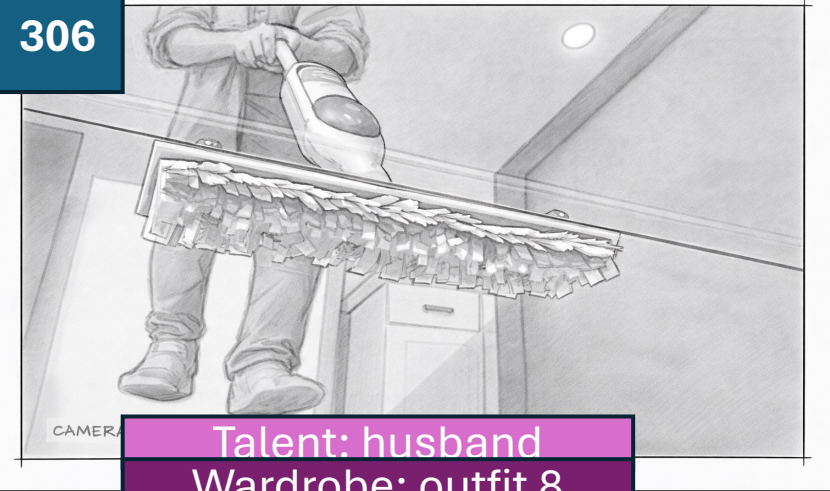
Narrator: That gives you a mop and bucket clean in half the time

305



Talent: husband
 Wardrobe: outfit 8
 Setting: living room
 Props: swiffer powermop

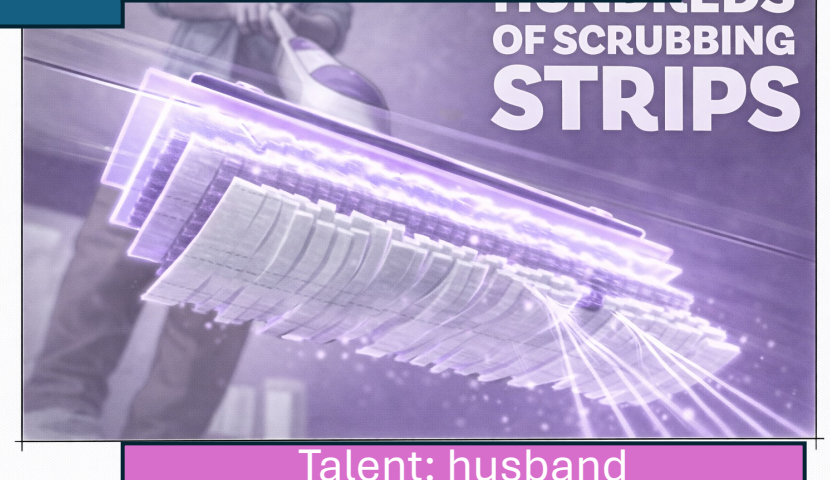
306



Talent: husband
 Wardrobe: outfit 8
 Setting: living room

307

Props: swiffer powermop



Talent: husband
 Wardrobe: outfit 8
 Setting: living room
 Props: swiffer powermop

Narrator: Our new cleaning pad has hundreds of scrubbing strips...

308

**ABSORB
& LOCK**



Talent: n/a

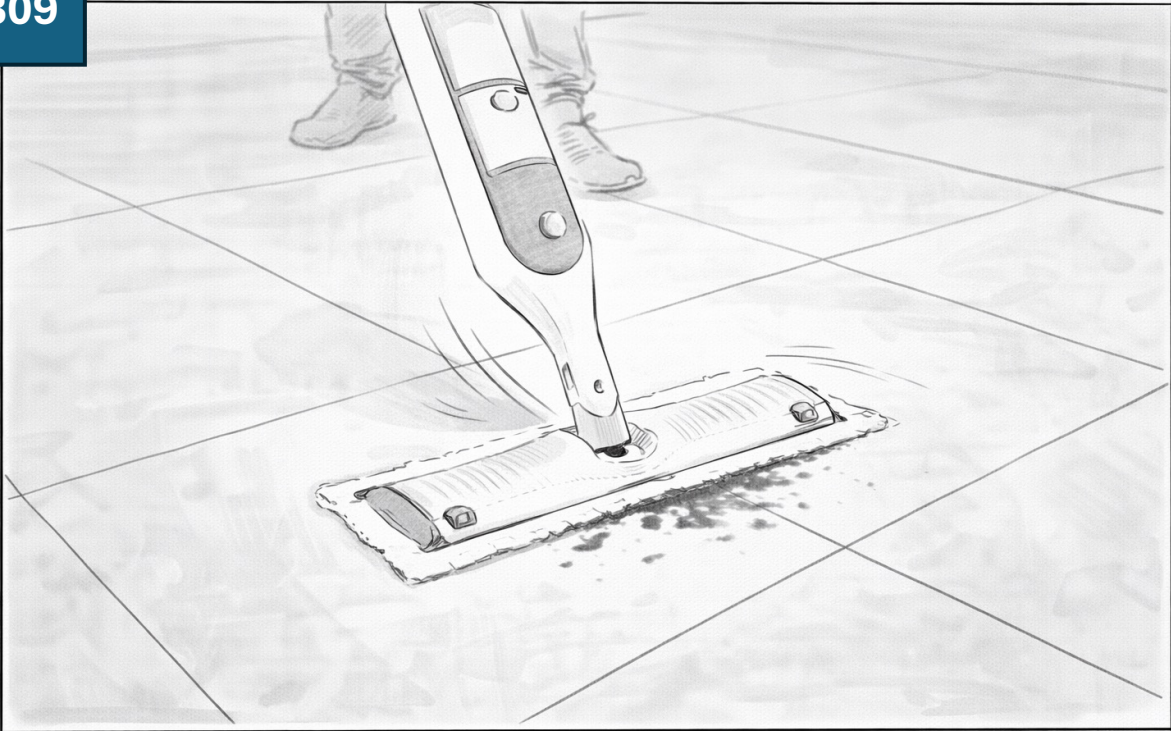
Wardrobe: n/a

Setting: n/a

Props: n/a

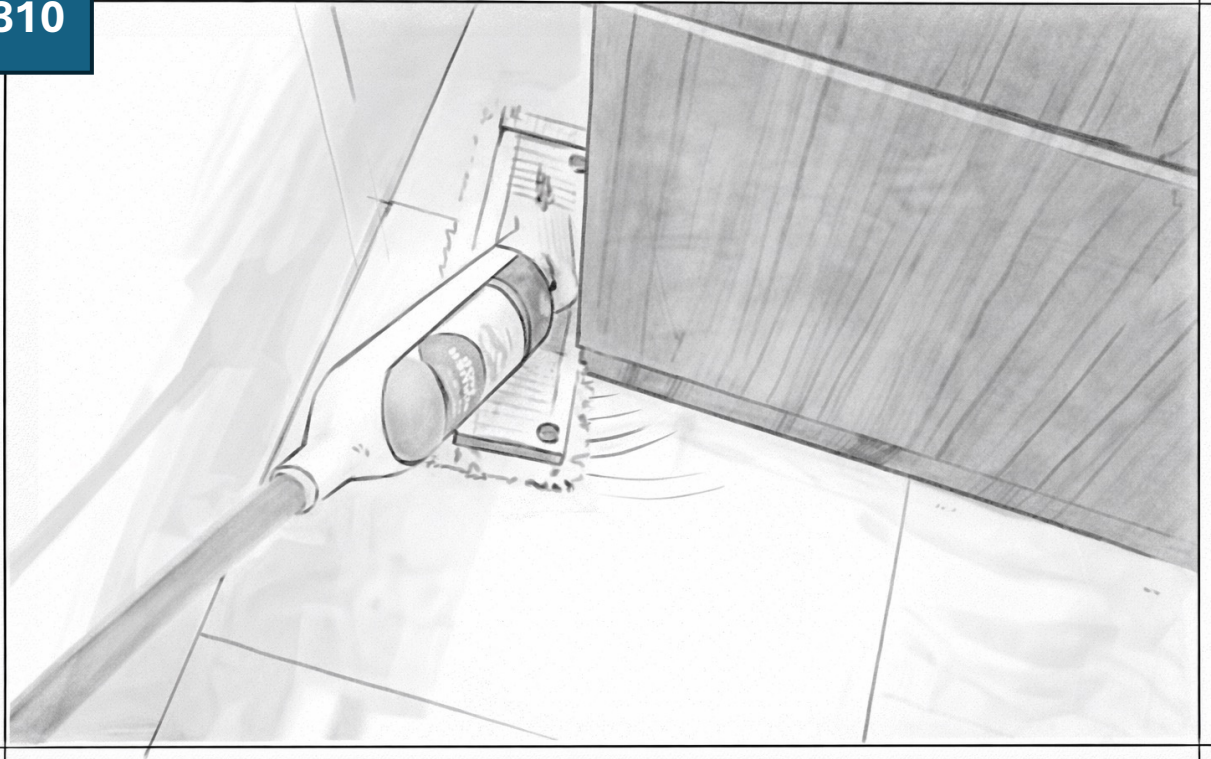
Narrator: ...that absorb and lock dirt away

309



Talent: husband
 Wardrobe: outfit 8
 Setting: kitchen
 Props: swiffer powermop

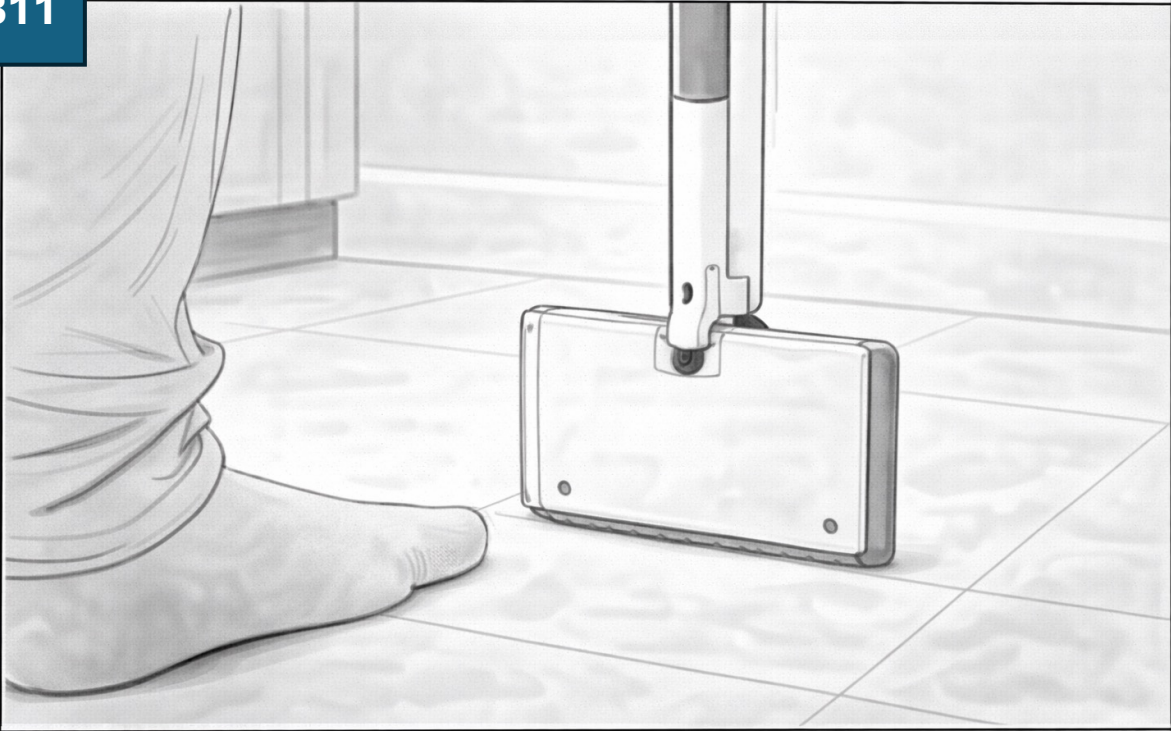
310



Talent: n/a
 Wardrobe: n/a
 Setting: kitchen
 Props: swiffer powermop

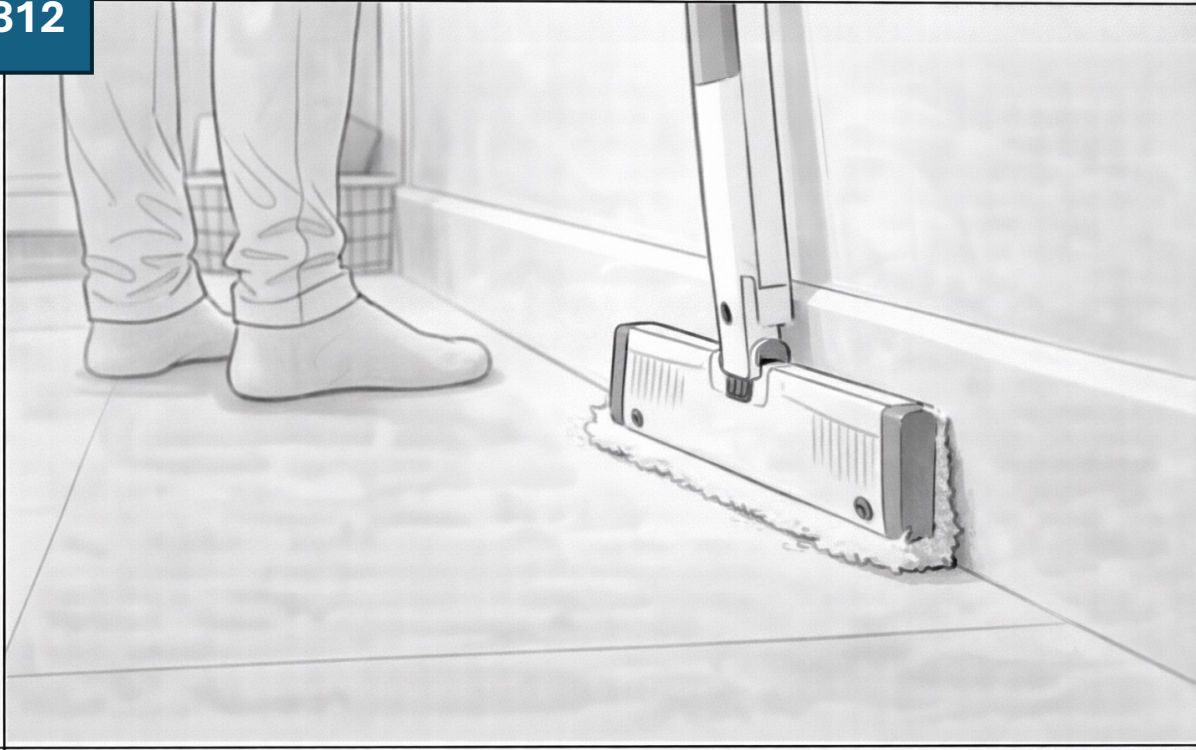
Narrator: And it has a 360-degree swivel head,

311



Talent: husband
 Wardrobe: outfit 8
 Setting: bathroom
 Props: swiffer powermop

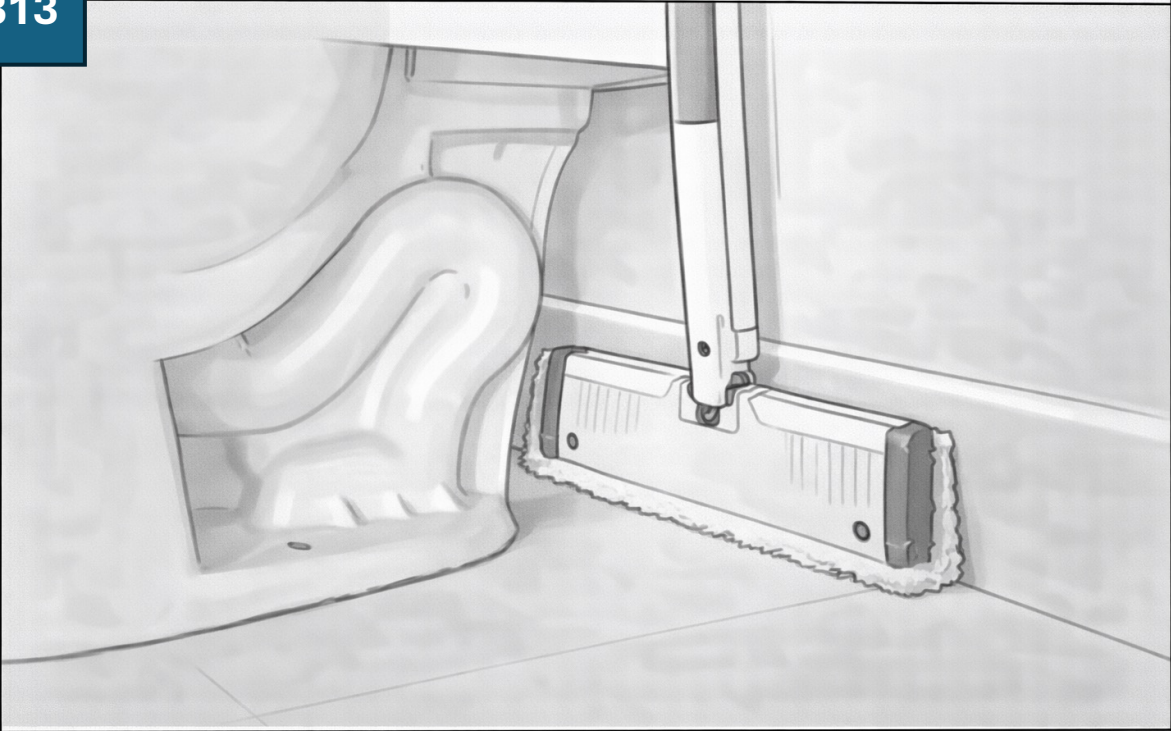
312



Talent: husband
 Wardrobe: outfit 8
 Setting: bathroom
 Props: swiffer powermop

Narrator: That goes places a regular mop just can't.

313



Talent: n/a
 Wardrobe: n/a
 Setting: bathroom
 Props: toilet, swiffer powermop

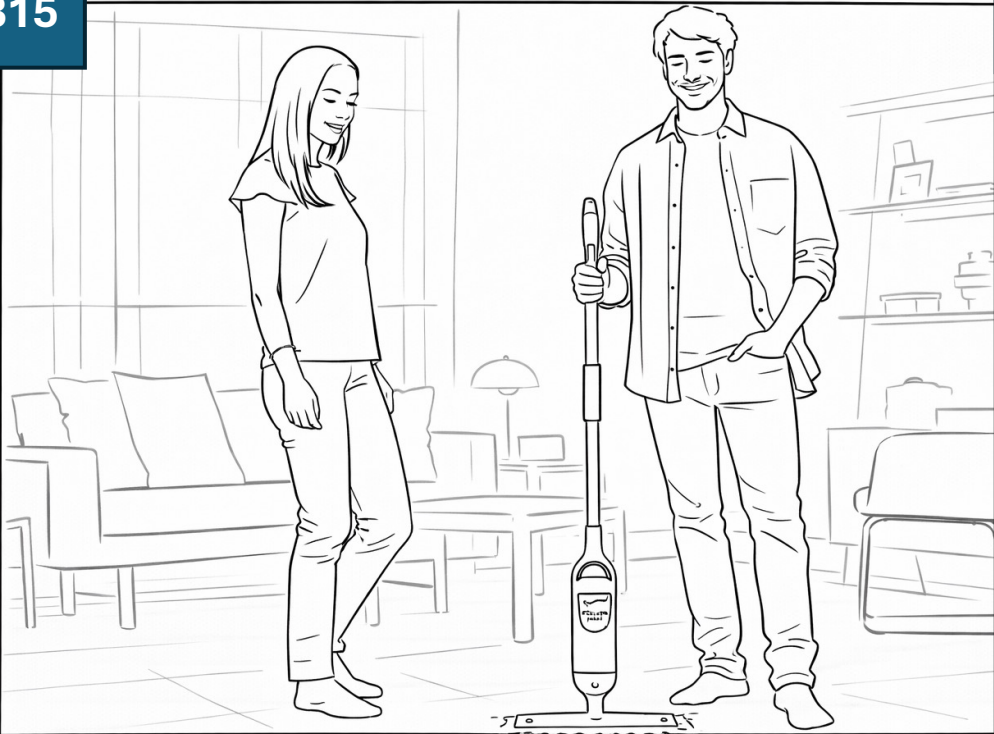
314



Talent: husband
 Wardrobe: outfit 8
 Setting: kitchen
 Props: trash can, dirty sheet

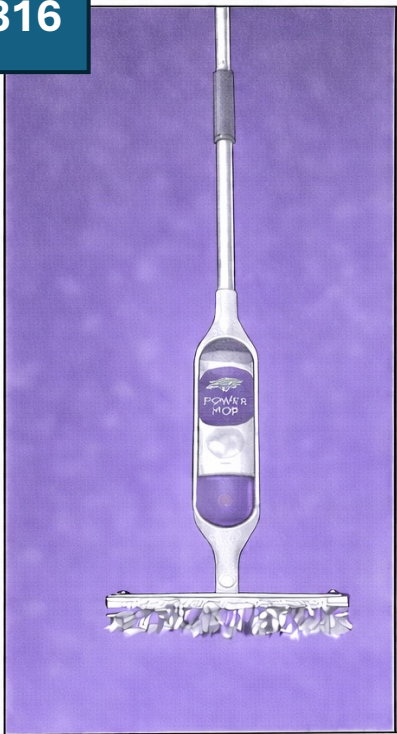
Narrator: So you can clean your home, faster than ever.

315



Talent: husband and wife
Wardrobe: outfits 8 and 9
Setting: living room
Props: Swiffer powermop

316



Talent: n/a
Wardrobe: n/a
Setting: n/a
Props: n/a

317



Talent: n/a
Wardrobe: n/a
Setting: n/a
Props: n/a

Narrator: Don't mop harder, mop smarter with the new swiffer power mop.



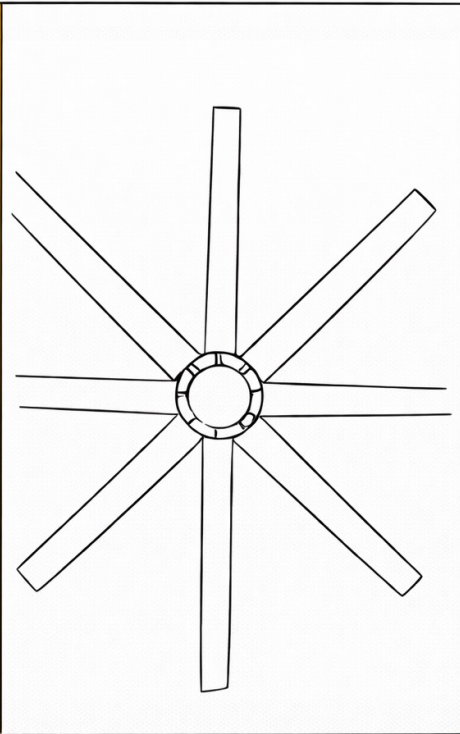
Swiffer

DUSTER

Swiffer Duster
"No Jumping
needed" TVC
& Social (with banner)

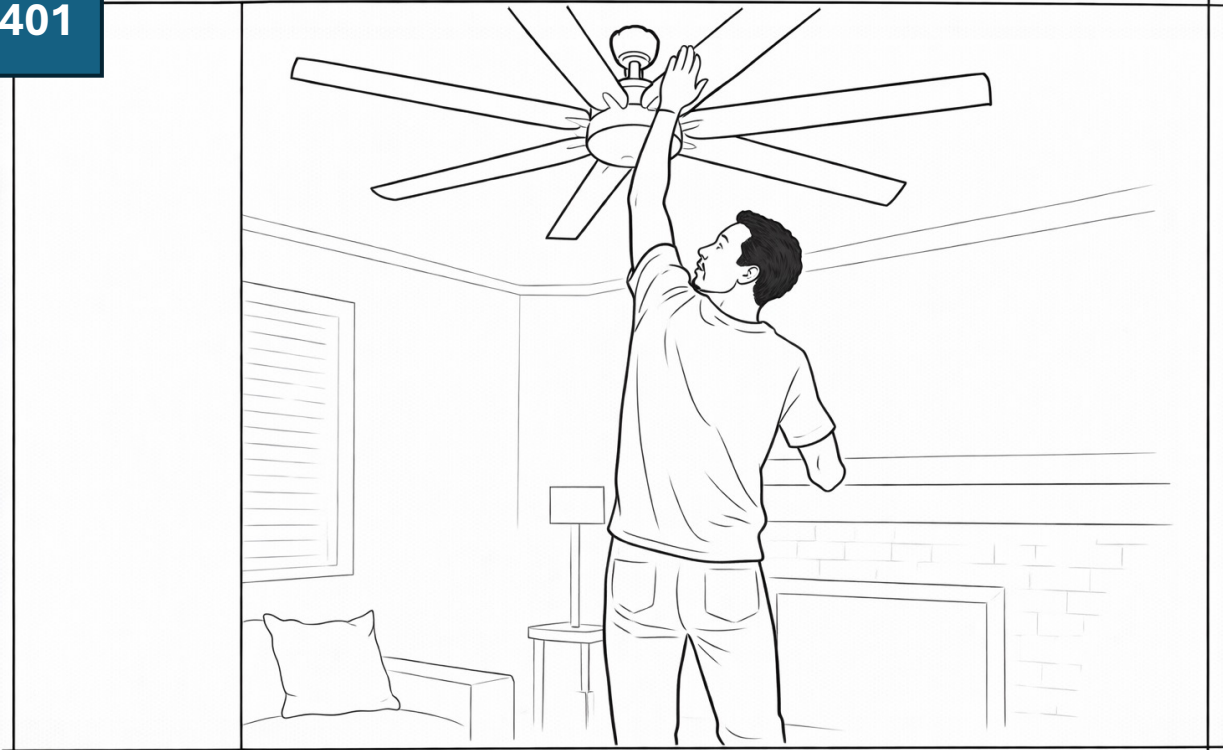
TRT :30

400



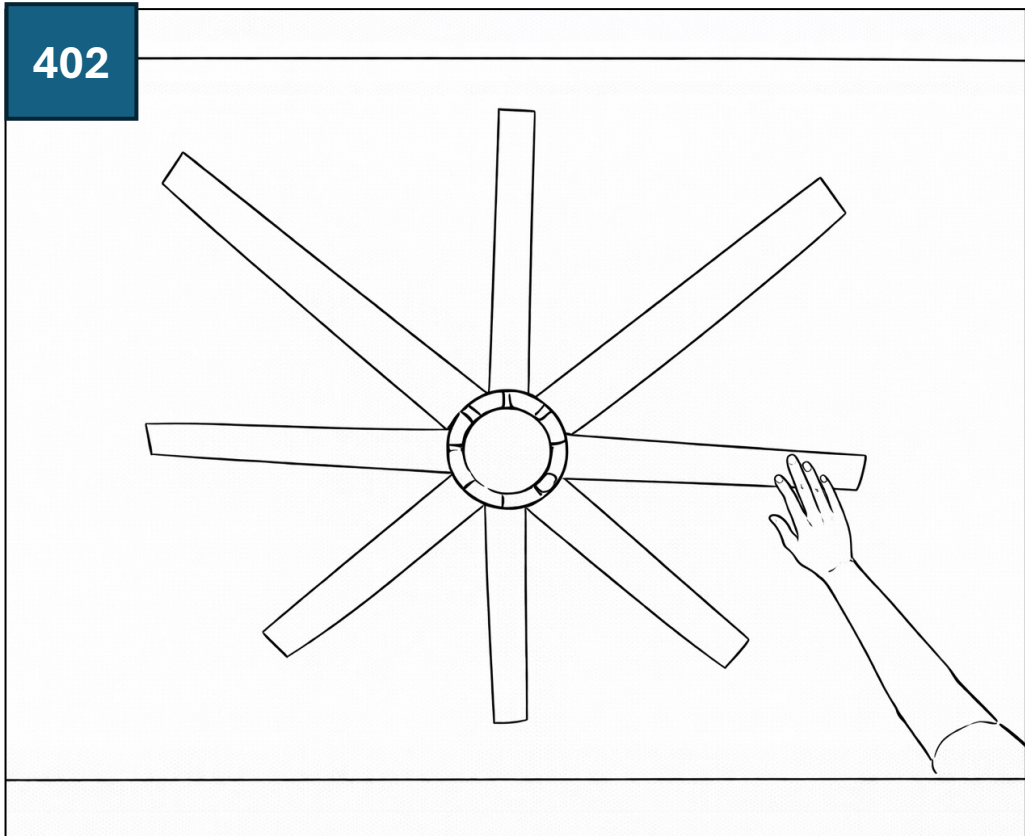
Talent: n/a
 Wardrobe: n/a
 Setting: n/a
 Props: n/a

401

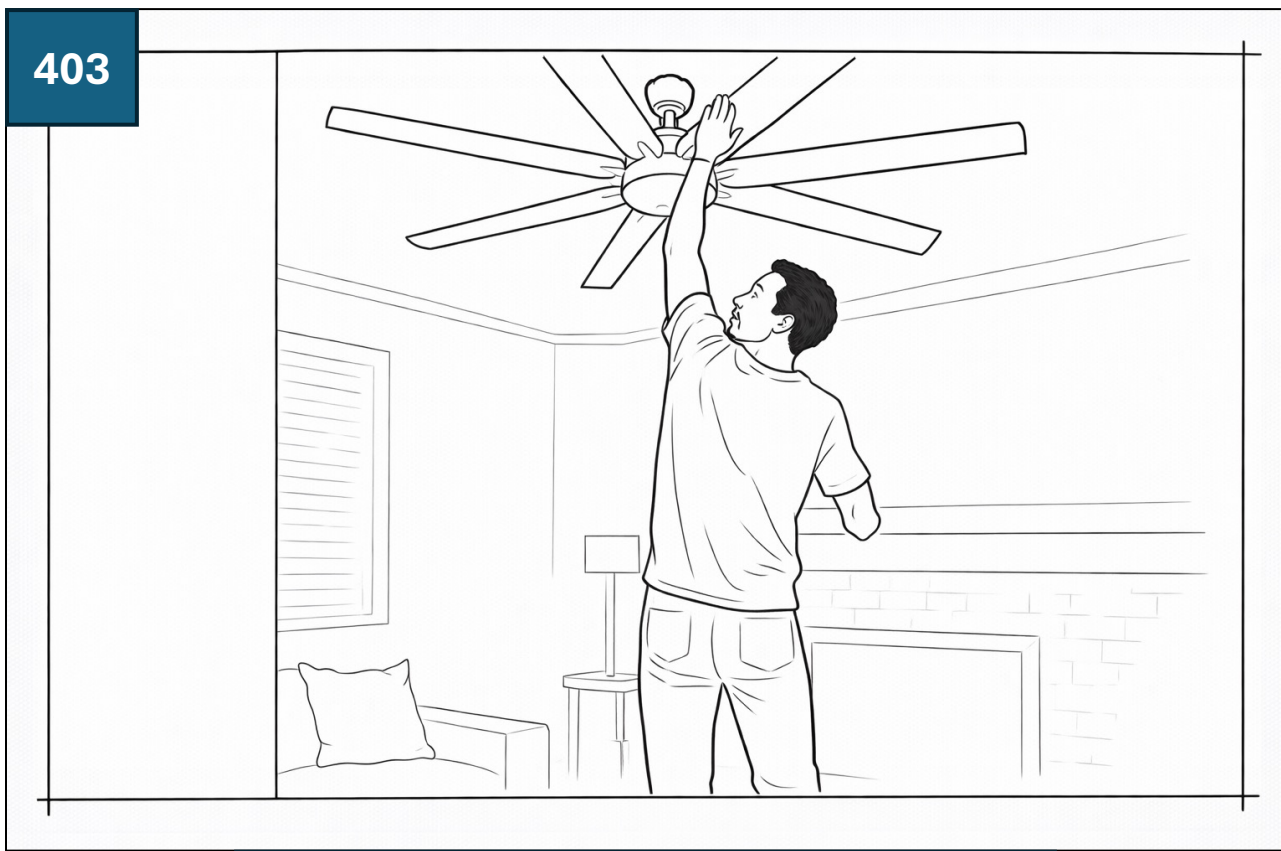


Talent: man
 Wardrobe: outfit 10
 Setting: living room
 Props: couch, ceiling fan

Social Framing reference
 Full up TVC framing reference
 *note – one actor talking to his worn out jumping self cleaning and introducing him to the Swiffer duster – should cut like a conversation



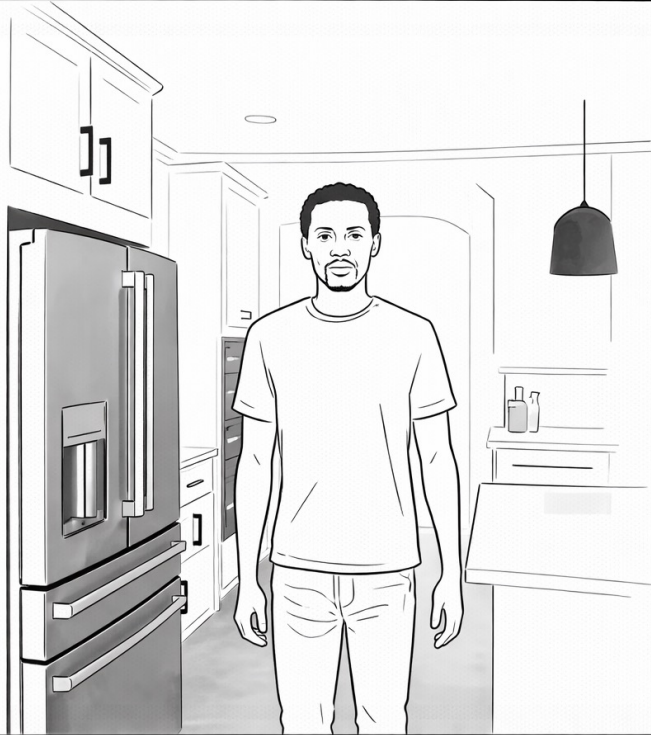
Talent: man
Wardrobe: outfit 10
Setting: living room
Props: ceiling fan



Talent: man
Wardrobe: outfit 10
Setting: living room
Props: ceiling fan

Open with jumping cleaner – making natural sound trying to reach the ceiling fan <Music under>

404



Talent: man
Wardrobe: outfit 10
Setting: kitchen
Props: n/a

405



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: n/a

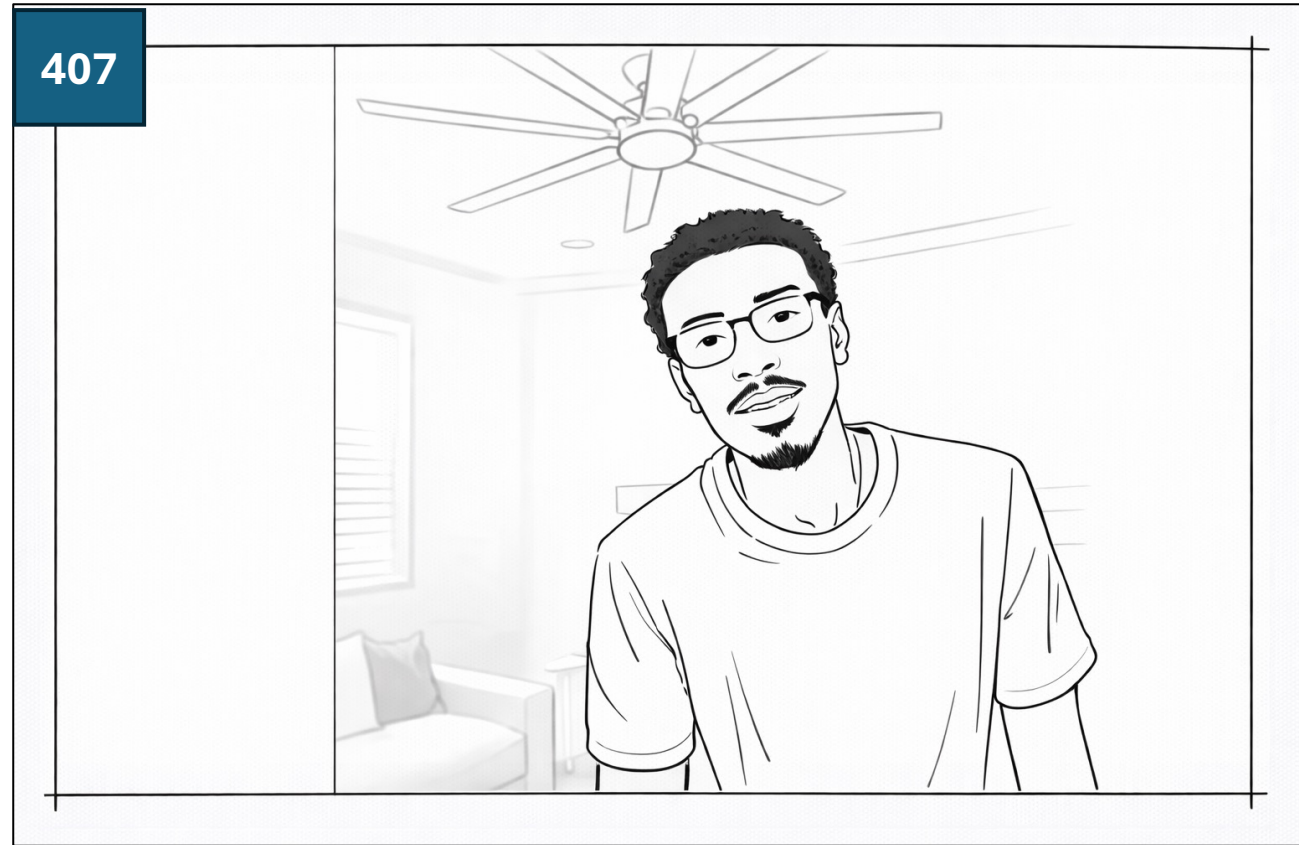
Rational cleaner : “What are you doin’?” Jumping cleaner (out of breath) “I’m trying to get the dust on the top of the fan... see”

406



Talent: man
Wardrobe: outfit 10
Setting: kitchen
Props: n/a

407



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: n/a

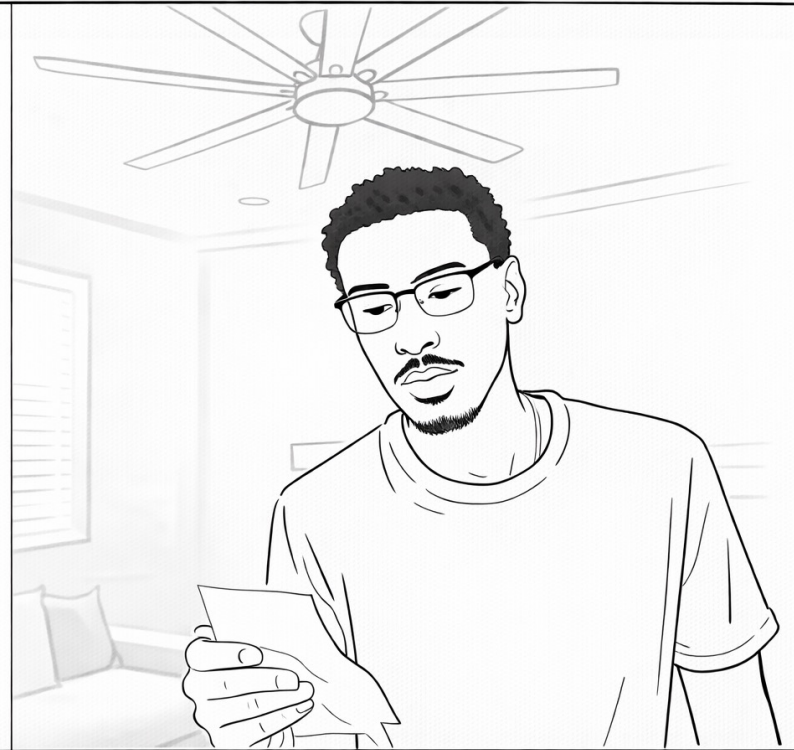
Rational cleaner: "I thought you'd just use the Swiffer duster..." Jumping cleaner (out of breath) "We have one of those?"

408



Talent: man
Wardrobe: outfit 10
Setting: kitchen
Props: Swiffer duster

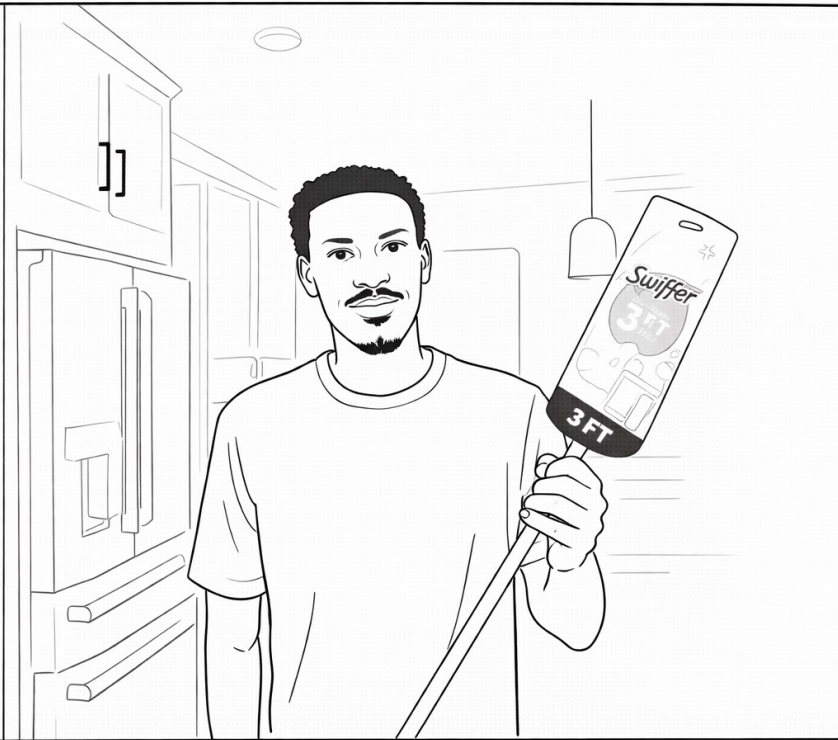
409



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: cloth

Rational cleaner: "Man, look..." Jumping cleaner (astonished) "Where did that come from?"

410



Talent: man
Wardrobe: outfit 10
Setting: kitchen
Props: Swiffer duster

411



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: Swiffer duster

Rational cleaner: "These cleans in all the really tight places and all the really high ones so you don't have to jump...." (hands off the Swiffer with right hand off camera and jumping cleaner takes it left hand)

412



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: duster

413



Talent: man
Wardrobe: outfit 11
Setting: kitchen
Props: duster

Music Montage of jumping cleaner using the Swiffer in different situations

414



Talent: man
Wardrobe: outfit 11
Setting: kitchen
Props: duster

415



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: duster, ceiling fan

Music Montage of jumping cleaner using the Swiffer in different situations

416



Talent: man
Wardrobe: outfit 11
Setting: office
Props: duster

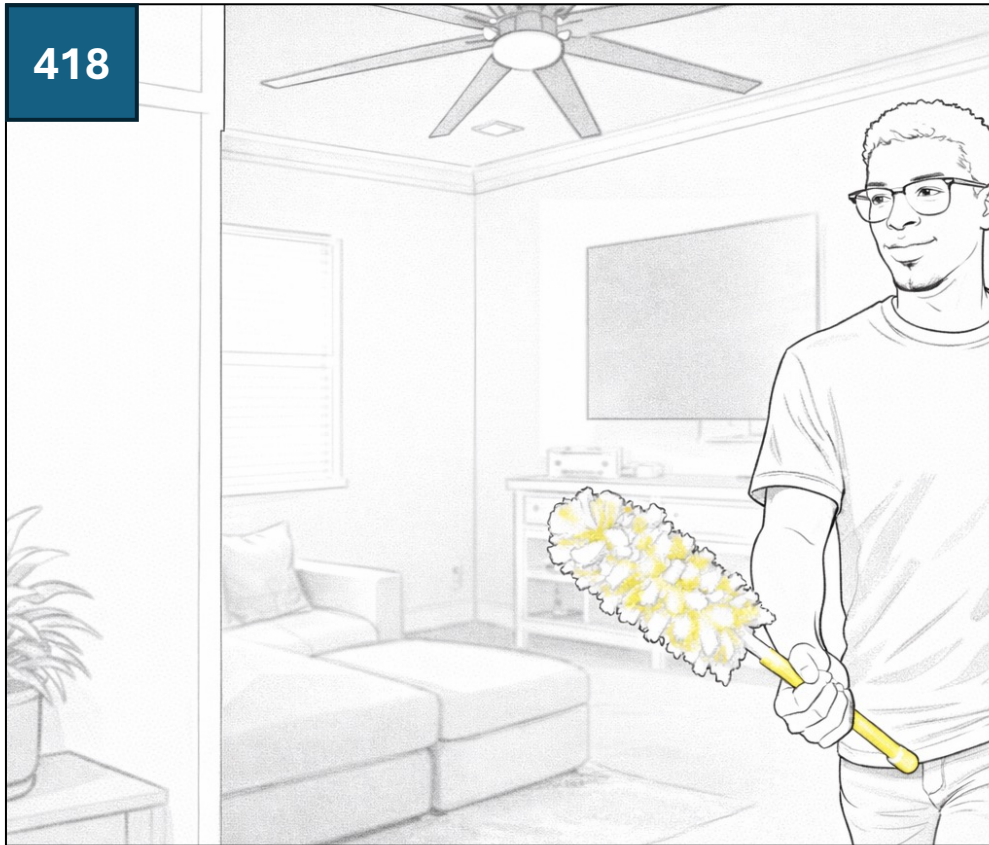
417



Talent: man
Wardrobe: outfit 11
Setting: bookshelf
Props: duster

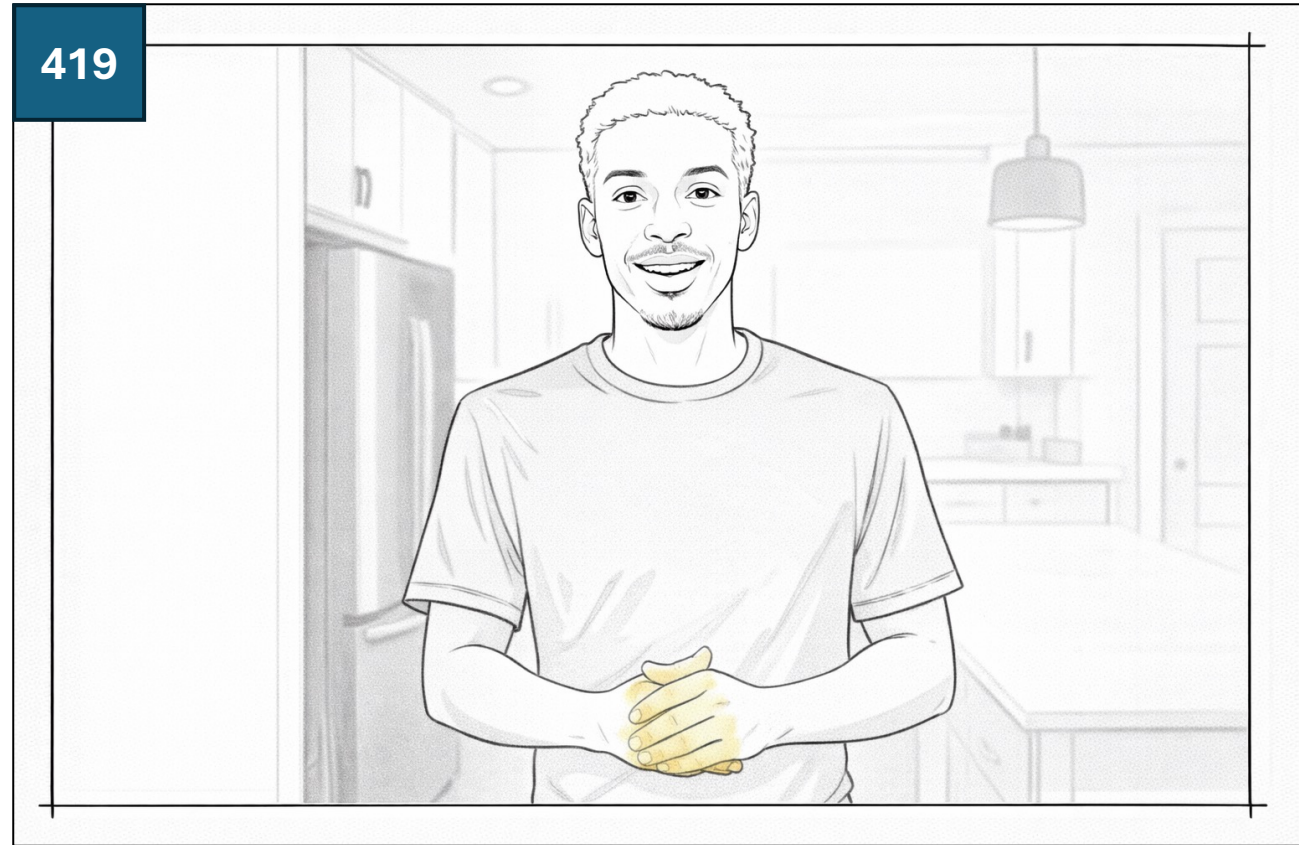
Music Montage of jumping cleaner using the Swiffer in different situations

418



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: duster

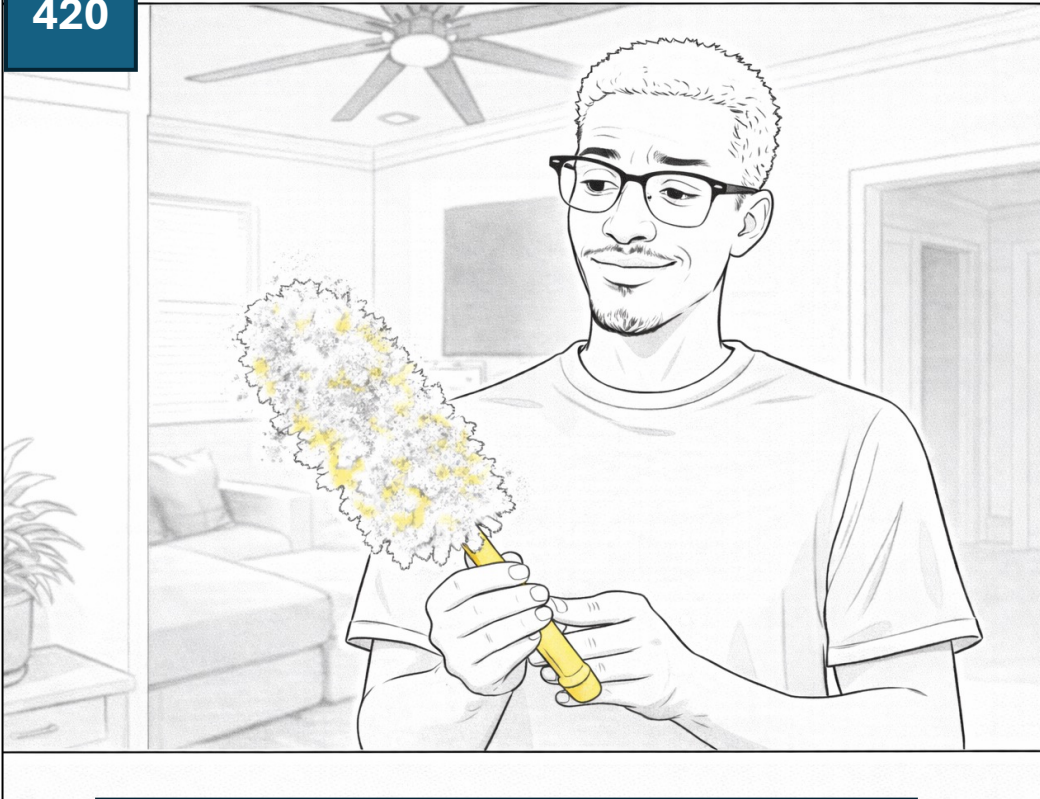
419



Talent: man
Wardrobe: outfit 10
Setting: kitchen
Props: n/a

Jumping cleaner (walks back into frame) "woo!" Rational cleaner "Looks like you got into everything..."

420



Talent: man
Wardrobe: outfit 11
Setting: living room
Props: duster

421



Talent: n/a
Wardrobe: n/a
Setting: n/a
Props: n/a

Jumping cleaner “Every nick and cranny” (looking at the dirt on the Swiffer duster). Music Sting over art card