

Wonder Cloth

Script written and devised by Claire Huckle

We open on our hero who looks tired and dishevelled. In a dressing gown and slippers, our hero comes towards the kitchen door and yawns.

They slowly come to a halt at the glass kitchen door, where we see them look into the messy kitchen. Plates, spilt drinks and food are everywhere. It may be have been the morning after the night before or just the result of a busy week.

The whole ad is filmed like a spaghetti western. They push the kitchen door open with both hands, and it swings behind them like a saloon door. (This can be mimed.)

Character: OK dirt, this kitchen ain't big enough for the both of us .

Our hero reaches for a standard anti-bac spray and the trusty 'Wonder Cloth' from their dressing gown belt. Focused and determined they triumphantly clean all areas of the kitchen with the spray and the 'Wonder Cloth'.

This can be performed as joyful and creatively as the candidate wishes.

The job is done. The kitchen looks pristine. They blow the top of the spray bottle, then spin the 'Wonder Cloth' around, putting it proudly back into their belt. They smile.

Character: Don't mess with the Wonder Cloth!

That was easy (and even fun) they think. They sit with their feet up reading a magazine. Life is good again.

*(The final written slogan in this commercial would be
"The Wonder Cloth. Here's to 'Wonder - ful days!")*