

# WONDER

## New :30 Wonder Television Commercial "Neurons"



1. (Open on a frame of a heroic Professor Wonder holding a package of Wonder Bread.)  
SUPER: PROFESSOR WONDER



2. (Professor Wonder confirms what moms know, that calcium, most frequently identified with milk, helps build strong bones.)  
PW: Mom's know calcium helps build strong bones.



3. (With the help of a brain prop, Professor Wonder shares new news with mom: that calcium helps build strong minds.)  
PW: But did you know it helps build strong minds too.  
SUPER: WITH REGULAR EXERCISE AND A BALANCED DIET.



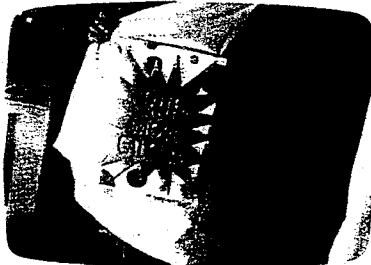
4. (In an attempt to further explain this new news, Professor Wonder uses a souped-up magnifying glass to look into Missy's brain.)  
PW: Neurons in your brain need calcium to transmit signals



5. (Inside Missy's brain, Professor Wonder sees tired neurons that have obviously not gotten enough calcium.)  
PW: With out it they can be, well, a little slow.



6. (Professor Wonder, with the help of mom, constructs a demonstration that will allow Missy to get her calcium.)  
PW: Let's see what happens when you give them soft delicious Wonder Bread.



7. (A visual demonstration of the 200% more calcium enrichment in Wonder Bread.)  
PW: A good source of calcium with vitamins and minerals.



8. (After Missy takes a bite of her sandwich, mom directs Missy to do her homework in order to show how well the calcium worked. Professor Wonder looks into her brain again.)  
MOM: Missy, go do your homework.



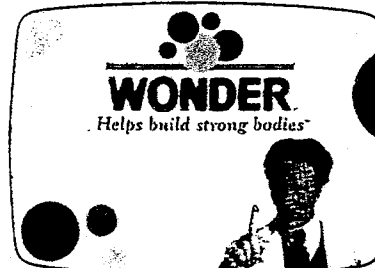
9. (Inside Missy's brain we see lively, active neurons.)  
NEURON: Let's go guys, time to do homework.



10. (Professor Wonder is amazed by what he just saw.)  
PW: Wow! I've never seen anything like it!



11. (As we see the active neurons, Professor Wonder restates the new news we've just learned about calcium.)  
PW: Calcium helps you remember things too.



12. (Closing scene, again with Professor Wonder and the Wonder Bread logo.)  
PW: So remember, Wonder helps build strong bodies, and minds!