CONCEPT: Showing that any snack can be simple, but the best snacks have simple ingredients AND fantastic flavor.

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BARKTHINS 1

INT. OFFICE

A man sits, working at a computer. While his right hand moves the mouse, his left hand picks up a small potted cactus. He takes a big bite of the cactus, and grimaces.

ON-SCREEN TEXT: SIMPLE SNACK

CUT TO:

INT. OFFICE - CONTINUOUS

A man seated a few seats away takes a barkTHIN from its package, takes a bite, and smiles.

ON-SCREEN TEXT: SIMPLE SNACK THAT'S GOOD

CUT TO:

END SLATE

barkTHINS LOGO

Headline: Good choice.

Subhead: Simple ingredients. Incredible snack.

BARKTHINS 2

INT. SCHOOLROOM

A teacher sits behind a desk, dumping a huge container of paperclips into her mouth. They fill her mouth, and cascade down the side.

ON-SCREEN TEXT: SIMPLE SNACK

CUT TO:

INT. SCHOOLROOM - CONTINUOUS

A teacher in another schoolroom takes a barkTHIN from its package, takes a bite, and smiles.

ON-SCREEN TEXT: SIMPLE SNACK THAT'S GOOD

CUT TO:

END SLATE

barkTHINS LOGO

Headline: Good choice.

Subhead: Simple ingredients. Incredible snack.

BARKTHINS 3

INT. MECHANIC'S GARAGE

A mechanic removes the oil plug underneath the car, and as the oil starts streaming, holds up a coffee cup and fills it with oil. (No, we don't actually see them drink it.)

ON-SCREEN TEXT: SIMPLE SNACK

CUT TO:

INT. MECHANIC'S GARAGE - CONTINUOUS

Another mechanic standing near the open hood of the car takes a barkTHIN from its package (with clean hands), takes a bite, and smiles.

ON-SCREEN TEXT: SIMPLE SNACK THAT'S GOOD

CUT TO:

END SLATE

barkTHINS LOGO

Headline: Good choice.

Subhead: Simple ingredients. Incredible snack.