

NOTHING COMPLICATED

barkTHINS®

Technology was supposed to make our lives simpler, but our days are more complicated than ever. But at least Bark Thins can keep things simple when you need it most.

Each video will show a lighthearted, relatable moment where life is unnecessarily complicated. Then, we'll demonstrate that Bark Thin's three ingredients will give your life a momentary reprieve from life's complications.

VIDEO 1: MAN VS THE DESK CHAIR

A man in a business suit sits down at his desk and makes a funny face. He pulls the lever of his desk chair. The chair immediately sinks down to the ground.

MAN: UGHHH!

The man plays with the chair's levers with no success and then he and his chair fall back to the ground with only his feet left in the frame.

MAN: AHHHHH!

SUPER: Bark Thins. Three ingredients. Nothing complicated.

:06 Video Scripts



VIDEO 2: WOMAN VS THE PASSWORD

A woman is in her cubicle working on her computer. She enters her password into the password field on her screen. A pop-up says "PASSWORD INCORRECT".

WOMAN: What?

She quickly presses the "RESET PASSWORD" button. She enters the same password. Another pop-up appears "NEW PASSWORD CANNOT BE SAME AS OLD PASSWORD".

WOMAN: Are you kidding me?

SUPER: Bark Thins. Three ingredients. Nothing complicated.

VIDEO 3: WOMAN VS THE HUMAN TRAP

A woman is walking down a street and is about to run in to another person. She goes right but then the other person goes right. She goes left and they go left. This continues for a few moments.

WOMAN 1: [Awkward Laugh] Sorry.

The woman finally gets past the woman and smacks straight into another person.

SUPER: Bark Thins. Three ingredients. Nothing complicated.