

LOOK  
ON  
THE  
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SIDE



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## LOOK ON THE RIGHT SIDE

We're all hungry for positivity these days. And with Live Right by your side, spreading good vibes has never been easier. Both healthy and delicious, this is a snack brand built for those with a sunny disposition and aspirational diet. We're ready to put the past in the rear view and get back to business. Doldrums be damned, no task is too tedious, no decision too daunting. It's about time we look on the right side of life and snack our hearts out.

## DMV FTW :15

*We hear an instrumental version of Eric Idle's "Always Look On The Bright Side of Life" as we open on a locked off shot of a waiting line at the department of motor vehicles. Just overhead we see a digital counter merchandising the abysmal wait time. Standing at the front of the line is a disheveled fellow, picking his nose while glued to his phone. He exits the frame as his number is called, revealing our hero. As he comes into picture we hear voiceover.*

**VO** Look on the right side, made with only plant-based ingredients, Live Right fruit and nut bars are positively delicious.

*Well groomed and sharply dressed, he tears into a Live Right snack bar, hyperbolic smile pinned from ear-to-ear and oblivious to the dour mood of his fellow DMV-goers.*

*Hard cut to a series of art cards.*

**ART CARD** Logo + Product

**ART CARD** Look On The Right Side

**ART CARD** #SnackAtIt

## FUNNING IT IN :15

*We hear an instrumental version of Eric Idle's "Always Look On The Bright Side of Life" as we open on a video conference call in progress. We see the usual mosaic of employees, most of whom are visibly feigning interest in the conversation. In the background we hear one of them drone on as we slowly push in on our hero participant. As she comes into picture we hear voiceover.*

**VO**                    Look on the right side, packed with delicious real foods, Live Right fruit and nut clusters are positively delicious.

*Unphased in her positivity and grinning wildly, she's snacking from a bag of Live Right clusters. Ultimately her video conference tile fills the frame, the bag in plain sight.*

*Hard cut to a series of art cards.*

**ART CARD**            Logo + Product

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