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**PROJECT:** Metamucil  
**TITLE:** "It Had to Be  
You" :30 SPOT

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**AUDIO:**

**VO:** We get it. You eat bran because you know a fiber-enriched diet is good for you.

**VO:** But it's not always good for the rest of us.

(MUSIC CUE: "IT HAD TO BE YOU")

(SOUND CUE: BARKING)

(END MUSIC CUE)

**VO:** But a single glass of Metamucil gives you three grams of fiber. Which improves your digestion and lowers your cholesterol.

**VO:** All in one convenient, delicious serving.

**VO:** So now you can get all the benefits of fiber.

**VO:** Without all the... other stuff.

(SOUND CUE: HOWLING)

**VO:** Metamucil. Only you know it's working.

**VIDEO:**

Spot opens with a man, HANK, (late 30's) in shirt and tie, at his breakfast table eating a large bowl of cereal. The box on the table reads "Bran Flakes."

An elevator door opens. EVERY PASSENGER on the elevator exits quickly, leaving an embarrassed HANK standing alone.

HANK drives in his car. Next to him, his DOG BARKS in objection. HANK looks at dog. CLOSE UP on DOG, cocking his head. CLOSE UP on DOG'S PAW pressing the button to open the window.

A FUNERAL. HANK approaches the open coffin and kneels before the BODY OF AN OLD MAN. CLOSE UP: The eyes on the BODY open in horror.

HANK stands at his kitchen sink, drinking a glass of Metamucil. (CONTAINER on counter)

HANK finishes the Metamucil, puts down the glass, and smiles.

HANK and his DOG drive contentedly.

HANK passes a car going the opposite direction, driven by ANOTHER MAN about the same age. THE MAN'S DOG sticks its head out the backseat window and HOWLS MISERABLY.

SUPER: Metamucil. Only you know it's working.