

BOGERCISE AUDITION SCRIPT

VIDEO: *Two people standing in a bog. They have Diet Ocean Spray and Craisins.*

Pers 1: Hi, we're Ocean Spray cranberry growers.

Pers 2: Yeah, and we want to tell you about a health craze, sweeping the nation.

Pers 1: That's right, and it started right here, in the bog. It's called Bog-er-cise!

Pers 2: Bog-er-cise, is a state of mind. And my mind is telling me that after all this talking, I need to do a little Bog-er-cising.

VIDEO: Person 2 cracks open a Diet Ocean Spray and takes a huge sip.

Pers 1: How was that Bog-er-cising?

Pers 2: Just warming up with a little 5 calorie Diet Ocean Spray...it's made with real fruit juice you know.

(PERSON 2 THEN DEMONSTRATES THEIR VERSION OF BOG-ER-CISING)

Pers 1: Pretty good, but I'm going get ready for my Bog-er-cise moment by eating some Craisins Sweetened Dried Cranberries, which are a great fat free, energizing snack, perfect for Bog-er-cising.

(PERSON 1 THEN DEMONSTRATES THEIR VERSION OF BOG-ER-CISING)

Pers 2: That was awesome!

Pers 1: I know. Make Bog-er-cise part of your lean, mean, daily routine.

Pers 2: Wasn't that awesome?