

TITLE: WRAP IT UP

LENGTH: :30

1. Upbeat instrumental music plays.
2. Open on a contemporary kitchen festively decorated. A large red Target shopping bag, a roll of tape, a pair of scissors and other wrapping items sit on a large wooden kitchen island. Another Target shopping bag is in the background, with rolls of wrapping paper peeking out.
3. A woman unrolls a roll of wrapping paper on the island and turns to reach into the nearby shopping bag when an iPad box seemingly leaps from the bag and lands in the center of the unrolled paper.
4. Cut to CLOSE-UP of the iPad box sitting on the wrapping paper.
5. Cut to the woman looking amazed. She turns to the bag and looks inside.
6. Cut to the interior of the shopping bag, a *Spider-Man* Blu-Ray disk sits on top of a pile of toys and other Blu-Rays.
7. The Spider-Man image on the Blu-Ray box becomes animated.

Spider-Man VO: *We got this.*

8. Cut to the woman with a giant smile on her face as she turns her attention back to the iPad box.
9. The iPad and the wrapping paper suddenly slide down the island.
10. Cut to life-size Iron Man standing at the island, just a few feet from the woman. The wrapping paper and iPad come to a stop in front of him.
11. Using a laser beaming from in his armored hand, Iron Man cuts the wrapping paper to the size needed to wrap the iPad box as we hear the sound of paper getting seared.
12. Cut to WIDE SHOT of Iron Man wrapping the gift.
13. Cut to CLOSE-UP of the half-wrapped box as a large, tree-like finger lands on the box and pulls it out of view.
14. Cut to WIDE SHOT of Tree Rex standing at the kitchen island, a few feet down from Iron Man.
15. Cut to CLOSE-UP of Tree Rex finishing the wrapping with his giant, tree-like fingers. We hear a thumping sound every time one of his "fingers" lands on the box.
16. Cut to WIDE SHOT of Tree Rex as he tosses the now-wrapped box out of view.
17. Cut to the wrapped box landing on a different section of the kitchen island. We see a life-size Spider-Man crouched on the kitchen counter behind the island.

18. Spider-Man turns and shoots a web from his hand, covering the box with web, ribbon and a bow. He then tugs at the web, pulling the now-ribbon-covered box up off of the island and tossing the box out of view.

19. Cut to the woman at the same spot as before—now surrounded by a pile of wrapped gifts and a few unwrapped electronic items—as the wrapped box lands in front of her. She is holding an envelope in her hand, which she tucks under the ribbon.

20. Cut to CLOSE-UP of the envelope freshly tucked into the ribbon. We see the envelope reads, “Love, Mom.”

21. Cut to WIDE SHOT of the woman carrying packages under both arms as Tree Rex walks behind her, carrying so many packages you cannot see his face.

Mom: *This hero stuff is easy.*

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22. Cut to WIDE SHOT of the woman kneeling down at a decorated Christmas tree, tucking the gifts underneath it while Tree Rex stands next to her, still holding a giant pile of wrapped gifts.

Super: *DREAM BIG
SAVE BIGGER*

23. Cut to blurry image of brightly colored lights against a green background.

Super: *Target Bullseye
EXPECT MORE. PAY LESS.*

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