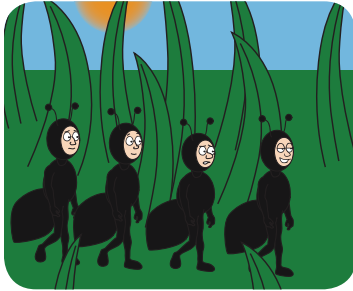
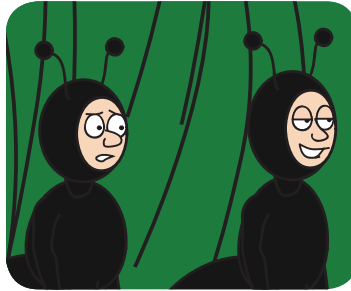


# Ant-i Picnic Campaign

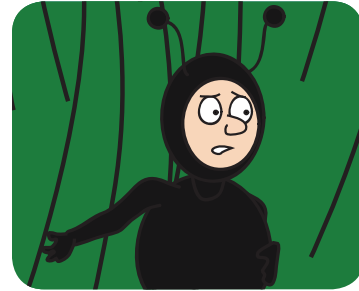
## Video Spot 1



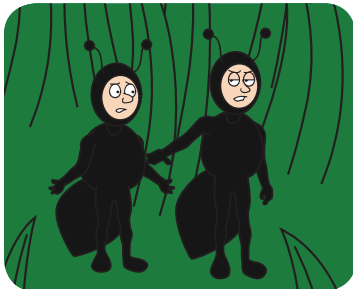
**1** People in ant suits wandering through the grass.



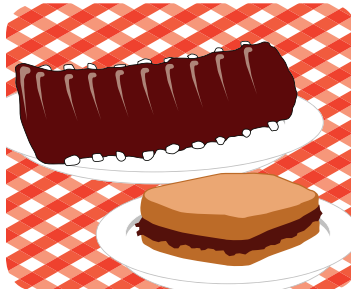
**2** STEVE: "Carl, you sure you know where this picnic is?" CARL: "Steve, I'm very good with directions."



**3** STEVE: "But we've been walking for like 4 feet already, my thorax is killing me, and everyone else has gone back to the hill."



**4** CARL: "Look, my friend Todd told me it would be right here. Todd's never wrong." STEVE: "But--" CARL: "Todd's... never... wrong."



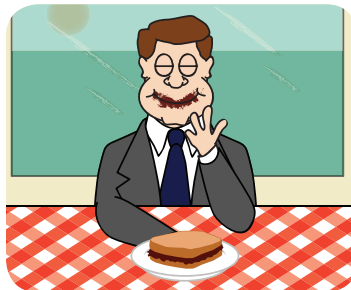
**5** An ant from behind yells, "Hey, what's that?" The ants look and see in the distance what looks like endless barbecue food. CARL: "Baby back ribs... pulled pork... all those sides..."



**6** STEVE: "There's even dessert!" The camera closes in on Carl, whose mouth is salivating. CARL: "It's mine."



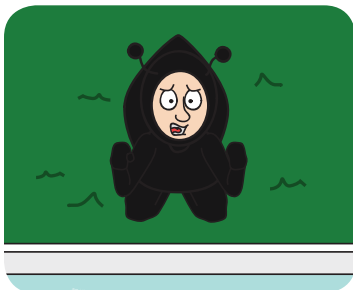
**7** All of the ants, led by Carl, race towards the food. Suddenly, they run into a large glass wall; a window keeping them from the food. They crash against the wall and slowly fall to the ground.



**8** Close up of business people eating Shane's barbecue. The shots go quickly back and forth between Carl's shocked expression and the business people. CARL: "No! It can't be!"



**9** The camera finally shows the Shane's Picnic Pack sitting in the middle of the table.



**10** Carl yells to the heavens, pounding on the glass. CARL: "Shaaaaaaaane's!!!"



**11** VOICEOVER: "Shift out of park with the new Shane's Picnic Pack. With all your barbecue favorites wherever you need 'em, it's the Ant-i Picnic. The Picnic Pack -- only at Shane's Rib Shack."



**12** Steve mocks Carl. STEVE: "Todd's never wrong." CARL: "Shut up, Steve." VOICEOVER: "It's gonna get messy... Anywhere!"