

Title: "Choices"

Client: Federal Donuts

:60 TV

CONCEPT: A man who has trouble making decisions throughout the day goes to Federal Donuts, where he finally decides what to have for dinner because of Federal Donuts' limited menu.

A businessman in his mid-20s is getting ready for work. He is dressed in a simple button-down shirt and slacks. He is standing in front of an open closet. We are in his POV as he tries to choose between three neckties hanging on a rack on the closet door. Two of the ties do not go well with his outfit, but the third does. He picks the third tie and puts it on.

VO: Sometimes, it's good to have choices.

He puts on his watch, looks at the time, and rushes out of the bedroom. He pauses for a moment in front of the kitchen, trying to decide whether to make something for breakfast. He glances down at his watch again before shaking his head and leaving.

Cut to: The man standing in line at a donut shop.

He looks at the overwhelming menu. From outside the man's POV, we see his eyes dart around as he tries to read all of the choices. He doesn't have time to decide. He is next in line.

VO: Sometimes, choices can be overwhelming.

CASHIER: What can I get for you?

From the man's POV, we hear a clock on the wall behind the cashier ticking loudly. He glances at the clock, realizing that he has made himself even later.

BUSINESSMAN: Nevermind, nothing. Sorry.

He quickly leaves the shop.

CUT TO: That evening, outside of an office building.

The man walks out of his workplace. He is reading a menu for a chicken-themed restaurant. From his POV, we see an overwhelming number of menu items. He gets frustrated and tosses the menu into a trash can.

CUT TO: The man driving home. He sees a Federal Donuts and parks outside. He walks inside, and the door closes behind him. We are waiting for him outside the restaurant.

VO: At Federal Donuts, you get choices, too. Easy ones. Choose from our small menu of made-to-order donuts in flavors like cookies and cream, cinnamon brown sugar, and strawberry lavender, along with our Federal Blend coffee and twice-fried chicken.

He walks out of Federal Donuts with a cup of coffee, a bag of fried chicken, and a donut in his mouth.

SUPER: FEDERAL DONUTS LOGO. "Three tastes, one place".

VO: Federal Donuts: Three tastes, one place.

Visit federaldonuts.com to find a Philly location and order today.