



Ben & Jerry's

BACK TO THE MOOTURE
AV SCRIPT V.1

AUDIO	VISUAL	MEK NOTES	
1		We open on a futuristic scene with Woody standing beside the Cowmobile in a star trek-ish onesie, or Google glasses or moon boots, etc.	Should probably keep Woody to one or two simple "future" accessories, like futrue looking sunglasses
2	Greetings from the future! We're happy to report flying cars finally happened, teleporting IS a thing, and Ben and Jerry's is still making ice cream. Woody here is still our spokescow... (Woody moos in agreement)	SUPER: "Woody, Ben & Jerry's Spokescow."	
3	Oh that's right, you might not have met. Woody was designed by a local Vermont artist, Woody Jackson, and she's been a part of the Ben & Jerry family for decades. Who better to take you on a time traveling trip through our history? You're a regular Dr. Moo, right Woody?	Woody nods and opens up the cowmobile as the narrator speaks, giving a mini tour. She gestures with her hooves at dials like "Set Year Destination" and "Adjust Space Time Continuum."	Before getting into the cow mobile could show a number of historical "woody" images from various stores, ads, posters, etc - to show how woody has been around for decades -
4	So before we come back to the future, we're heading to the past to show you how the two slowest kids in gym class, grew up to create the world's chunkiest ice cream.	Woody hits a button and a black and white picture appears of two chubby kids in gym class, but with Ben and Jerry's adult heads on their bodies.	
5	Ben actually asked the coach, "If we can't run a mile in under 7 minutes the first time, how we are we supposed to do it the second time?" Smart kids.	We see Woody setting the dial for the '70s. The vortex of space and time starts to get a groovy vibe: 70s colors, the music shifts to a 70s beat.	THIS DIALOGUE MIGHT BE CUT- IN THAT CASE, THIS VISUAL WOULD COME WITH THE LINE:"FIRST STOP, THE 70s
6	First stop, the '70s, where those smart kids were all grown up and trying to figure out how to make a living out of their love for food.	Woody opens the door of the cowmobile to a groovy title card with "The 1970s" on it.	
7	They discussed going into the bagel	We cut to a clip of the first Ben &	



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	<p>biz, but realized the equipment would put 'em in the hole. So they split a \$5 ice cream course instead and got an A minus on the exam. Not bad. They bought this old gas station and began creating their own scoop shop flavors.</p>	<p>Jerry's location (18:47 bio channel video) with a super that says Burlington, Vermont.</p>	
8	<p>But since poor Ben had no taste - we don't mean his sense of style, he really couldn't taste anything - they put in bigger and bigger chunks and swirls until he declared it ice cream perfection.</p>	<p>We cut to images of the original scoop shop flavors in all their chunky and swirly glory.</p>	
9	<p>They gave their unique ice cream crazy names, and began a long tradition of even crazier promotions: stilt walkers, mimes, free ice cream for dogs, and discounts for drops in temperature.</p>	<p>We see clips of Fall Down Festival, Ben as a mystic, mimes (15:01-15:48 bio channel video) and we see images of those flavors.</p>	<p>Heather: Additional clip of the POPCDBZWE promo. Link here: http://we.tl/cVZmWGpd07</p>
10	<p>Ben and Jerry had started an ice cream counter culture, a time not just of free love but also of free cone days. That special day in April started as a way of saying "thank you" to our fans for keeping us in business for an entire year, but it was so fun that we've been doing it ever since.</p>	<p>We see a clip with the super "The First Free Cone Day (bio channel video 16:20), with Woody edited into the scene Forest Gump style, sporting bellbottoms and paisley shirt.</p>	
11	<p>Those funky first years were like our own Woodstock, a spirit we captured decades later in flavors like Cherry Garcia and Wavy Gravy.</p>	<p>Cut to images of those pints.</p>	
12	<p>But slowly hippies were becoming yuppies and we realized that it was time to get down to business. To the 80's!</p>	<p>Woody closes the door to the Cowmobile, and changes the dial to the 1980s.</p> <p>The vortex begins again, now with neon 80s colors and an 80s beat.</p>	
13	<p>The 80's, when "Greed was good" and Wall Street was all about making dough. Of course, we wanted to make dough too. Cookie dough. Thanks to an anonymous customer</p>	<p>We see an image of the VW bug they used for delivering (in bio channel video, i need to find timing). Woody opens the door to a title card with super that says "The 80's."</p>	<p>VW bug for delivery doesn't make sense anymore because we cut that mention from script. Maybe we could mock up</p>



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	<p>suggestion, Cookie Dough Ice Cream was born, putting Ben & Jerry's on the map, not to mention in grocery freezers.</p>		<p>an imitation of the customer suggestion board where the person anonymously suggested Cookie Dough ice cream, and then an image of Cookie Dough pint. WE SHOULD ALSO SEE LIKE THE MENU BOARD ADDING COOKIE DOUGH, or something like that.</p>
14	<p>It became pretty clear that we needed a bigger factory, but we didn't want to sell our stock to faceless investors. Thanks to a little known law we tracked down, we were able to give our neighbors a scoop of the action by selling stock exclusively to Vermonters.</p>	<p>We see a clip of the Vermonters get a scoop of the action sign (20:40, 21:14, bio channel video) and a clip of them starting to build the new factory (22:05, bio channel video).</p>	
15	<p>Now, 1 in 100 families here own a little piece of Ben & Jerry's. We also set aside 7.5% of our profits every year for the Ben & Jerry's Foundation to fund small non-profits working towards social and environmental justice. Now THAT's what we call profit-sharing.</p>	<p>We see an image of the Ben & Jerry's Foundation logo and maybe a clip of their volunteers at work.</p>	
16	<p>Tensions were high around the globe in the 80s, and Ben & Jerry's was fighting its own VERY cold war, using ice cream to protest for more government spending on peace.</p>	<p>We cut to clips of 1% For Peace shirts, Peace Pops packaging, and a Peace Pops truck (bio channel video 29:33, 29:41, 29:48).</p>	
17	<p>But the biggest surprise of the decade? The grooviest ice cream company in Vermont being named "Small Business Persons of the Year" by President Ronald Reagan himself.</p>	<p>Cut to clip of Reagan. (30:44, 30:54 bio channel video). We see Woody edited in, standing beside them in an 80s suit and sunglasses.</p>	
18	<p>As the 80s ended, we realized that we wanted to do business differently. We didn't want to just make money, so we made ourselves a mission.</p>	<p>We cut back to Woody in the Cowmobile. Woody pulls the mission up on a monitor.</p>	



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19	<p>1. Make delicious ice cream (check)</p> <p>2. Grow the company responsibly and sustainably (check) and</p> <p>3. Change the world with ice cream as innovatively as possibly.</p>	<p>On Monitor: mission bullets come up one by one.</p>	
20	<p>Speaking of, hey Woody, do you know what you get if you stand the 60's on its head?</p>	<p>Woody shakes her head.</p>	
21	<p>The 90s!</p>	<p>Woody sets the dial for the 1990s, and we see the time travel effect start up again. We see the wavy time travel vortex lines in grunge 90s colors and the music shifts to something that sounds like a jam band, very Dave Matthews/Phish. Woody opens the door to a title card with super that says "The 90's."</p>	
22	<p>The 90s were supposedly the age of the slacker, but people weren't just sitting around watching "The Real World" on MTV.</p>	<p>The Cowmobile doors open to a title card with a super that says "The 90's."</p>	<p>Period details, flannel, long hair etc</p>
23	<p>They were looking around at the actual world and trying to figure out how make it better. For us, that meant looking at the ingredients we worked with daily and how they could affect people. From family farmers in Vermont...</p>	<p>We cut to a clip of farmer and cow footage with Woody edited in wearing a 90s flannel and waving hi to one of the cows (cow footage in Sourcing video on YouTube).</p>	
24	<p>...to farmers all the way across the world.</p>	<p>We cut to a clip of coffee, chocolate, or vanilla fair trade farmers, (Our Values video :50, 1:14, 1:20) with the super "Ben & Jerry Fair Trade Partnerships."</p>	
25	<p>We even realized that brownies could make the world a little better, if they're made in a bakery that creates jobs for those who struggle for employment.</p>	<p>We cut to a clip of Greyston's, supered as " Greyston's Bakery, Yonker, NY." (Youtube, Greyston video :33, 3:00)</p>	
26	<p>And just like in the past, we were still naming pints after our favorite groovy</p>	<p>Cut to an image of Phish food and footage from Phish Ben & Jerry video.</p>	



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	bands.		
27	But now we were donating part of the proceeds to environmental efforts in Vermont.		Jackie: Link to video to be used https://www.youtube.com/watch?v=FvJaUOdBkDc
28	With Y2K approaching, we began to realize that if we really wanted to make a difference, we had to think big. We'd just launched our first flavor across the pond...	We see an image of Cool Britannia, the first UK flavor.	
29	... and were getting ready to take on the whole world. Look out, here comes the millennium!	Woody shuts the door, sets the dial for 2000 and the time travel begins again. The music changes to have a poppy, modern beat and the colors are more muted and modern. When she opens the door, we see a title card with super that says "The 2000's."	
30	From chat rooms to instant messages, people were connecting across the globe. We were excited to bring our chunks and swirls to ice cream fans all over the world, but we knew we couldn't expand alone. That's why it was perfect timing when Unilever, a global leader in environmental sustainability, became interested in Ben & Jerry's. From battling climate change to increasing positive social impact, we were already fighting on the same side, so we joined forces and become part of the Unilever team while keeping our own Board of Directors.	We cut to the Unilever logo and the Ben & Jerry BOD in their superhero outfits.	Jackie: Here is the image! http://www.benjerry.com/files/live/sites/systemsite/files/about-us/2000.png
31	Finally, we were able to make our ice cream available in new and exciting places...	We see Woody hold up pints from Japan, Australia, France.	
32	...and to make a truly big difference on the issues we care about most. We're talking big, like (CUT: say) a 900 pound Baked Alaska to protest drilling in refuge wilderness or an entire herd of Woody cows to raise	We see a clip of the giant Baked Alaska and see a super that says "The Drilling is Not the Answer Campaign, Alaska", then we see a clip from the Woodys marching against the FDA with the super "Truth or	



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	awareness against animal cloning.	Clonesequences, Washington, D.C, with cartoon Woody edited in amongst them.	
33	Our Caring Dairy program helped farmers in the U.S. and Europe become more sustainable, while Free Cone Day Rocked the Vote and we went on tour to Lick Global Warming. We even celebrated marriage equality with Hubby Hubby. Not bad for a company that started in a gas station.	We see clips from Caring Dairy, Rock the Vote, and Lick Global Warming, and then cut to a pint of Hubby Hubby.	
34	Oh look at that, we're almost to the present. Time flies when you're having fun.	We see Woody sitting at the Cowmobile's control panel, setting the dial for the 2010s. We see the time travel vortex as the cowmobile travels, and she opens back up the time machine door to a title card that says "2010s."	
35	In this age of social media, Ben & Jerry's didn't just want virtual "friends." Just like in the old days, we got out and met them. We marched to protest Climate Change as more and more fans let us know that they wanted to save our world. We started a grassroots campaign to Get the Dough Out of Politics, and went on tour to save the Great Barrier Reef.	We see clips from Climate March and Save Our World, Get the Dough Out, and Save the Reef, all supered.	
36	We got to meet late night snackers on the Tonight Show..	We cut to clips from Jimmy Fallon (Current factory video 4:40).	Heather: use these for Jimmy instead https://www.youtube.com/watch?v=nTqzeFa2_Sl or this https://www.youtube.com/watch?v=gkLZoftCtyI
37	...and even discuss politics and the Americone Dream..	We cut to clips from Colbert (Current Factory Video 5:00)	
38	But most importantly, we finally reached the end of one of our ice	We cut to an image of the new packaging, with Fair Trade and GMO	



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	cream quests: every pint of every flavor was officially Fair Trade certified and used only non-GMO ingredients.	free on the labels. We cut to Woody back in her futuristic cowmobile.	
39	So that brings us back to the future, ladies and gentlemen. I bet you're wondering, can ice cream really change the world?	Woody sets the dial for the year 3000. When she opens the door, we see a beautiful Ben & Jerry's farm scene.	
40	We sure hope so. So far, it's helped us not only take better care of our planet but also bring together people all over the world. Together, there's no problem we can't lick and no flavor of ice cream we won't consider. Now if you'll excuse Woody, she's got somewhere she needs to be.	Woody puts on her futuristic glasses, sets the cowmobile time machine for "Free Cone Day."	
41	Because where we're going, we don't need roads...just ice cream!	We see Woody blast away into space/time.	