

VIDEO PITCH SCRIPT 2

By

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FADE IN:

[SCENE NAME]

[Scene description/opening]

PANCREAS

(waving hands)

Hello, folks. My name is pancreas. This is my colleague liver.

LIVER

(waving hands)

Hi, welcome to our workplace. We are inside Jermaine's tummy. Jermaine own this company, which is his body. He is our CEO, the Chief Eating Officer, in charge of deciding the types and amount of energy intake from foods everyday!

PANCREAS

To maintain the energy and chemical balance inside Jermaine's body, many organs, tissues, cells and probiotics work collaboratively. That is what we call the metabolic homeostasis program.

LIVER

Pancreas and I cooperate on a subproject of this program: the blood sugar level control. We limit the blood sugar level within a narrow range. This is how we do: (Speaking fast) When blood glucose is low, pancreas release glucagon for me to release glucose into the blood; while when blood glucose is high, the pancreas will release insulin for fat cells to store glucose so the sugar level in blood would be normal.

PANCREAS

Yeah, it's basically biochemical magic.
(High-five)

LIVER

(Laugh) Exactly, you can call us the wizards and witches who cast spells or make potions to keep Jermaine's inner systems stable. Otherwise he will get sick... or die. By the way, shall we talk about the lurking danger?

PANCREAS

(Gasp) What? "He Who Cannot Be Named"?

LIVER

Yeah, that trillionaire with an initial "S" runs multiple beverage companies, (Whispering) if we say out his name associating negative impact on health, we will be sued. The walls have ears so let's be careful.

PANCREAS

Oh right. (Clearing throat) Recently Jermaine has been spending his allowance on (the sound effect of opening a soda can). He drinks that liquid candy everyday. It freaks me out to make enough potion for hunting those sugars down in such a short time!

LIVER

I know right? To ensure that we are not worn out, the World Health Organization recommended the daily sugar intake of 25 grams or 6 teaspoons; but our CEO is gulping one can of (beep--) with 39 grams sugar everyday!

PANCREAS

You know what? When drinking (the sound effect of opening a soda can), Jermaine often has a great appetite to bring in (beep--) (beep--) (beep--) (beep--) They are like ghosts haunting me and turning me into a workaholic!

LIVER

What? Those salty and tasty snacks contain sugars too?

PANCREAS

Of cause! If you take a look at the nutrition fact label, you see the camouflages of sugar! While I am working my butt off to turn sugar into fats, Jermaine is at the the risk of being overweight! We must tell CEO to be aware of what he eats!

LIVER

That's terrible! I think we are not the only company endangered: about 1 in 3 American kids is overweight or obese. Unhealthy eating habits is one of the main causes.

PANCREAS

But we cannot leave Jermaine's tummy. Anyone can help us?

SANG

Did you say help? Hi. I am Sang, I study digital media design for learning with concentration on games. Nice to meet you.

PANCREAS

Nice you meet you. So what would you do?

SANG

What about a transmedia learning experience featuring a story with you guys as the main characters? Tweens like Jermaine aged from 9 to 12 are becoming independent readers and thinkers. They would like to read your side of stories, so your difficult situation would be known better. Understanding you are the team members whom he cannot afford to lose, your CEO would reevaluate that "you know who". As a result, Jermaine will make

considerate decisions for you, and his well-being.

You will appear on webcomics that are popular among kids and accessible via multiple digital device. So more chief eating officers would be inspired by you!

LIVER

(Batman voice) Oh cool, can't wait to be in comics.

SANG

Emm... you can just be yourself! By the way, Pancreas just mentioned reading nutrition fact labels could help to discover the truth of foods. But don't you think reading this is overwhelming and unintuitive?

PANCREAS

Yeah, I admit.

SANG

Although not many people are not really good at recognizing nutrients and counting calories, many kids think it's cool to be good at gaming.

So imagine in games your CEO is the only one to save you from danger. To get higher scores, Jermaine will keep practicing till he achieves the mastery of reading food labels.

Now when he walks into a grocery store, no food packages can fool him anymore. Your workplace AKA his body would be protected.

LIVER & PANCREAS

(clapping) I know it! Go boss!

FADE OUT:

THE END