

Television Spot

**Title:** "5 more minutes"

**Time:** 30 secs

Characters:

1) BOY: Boy around 7-9 years old

2) MOM: Young mother

3) ANNOUNCER: Male voice (ideally Chris Evans from Captain America)

4) Background Actors in the LEGO Store

OPEN ON BOY PLAYING AND IMAGINING IN THE LEGO STORE WITH HIS CREATION.

SFX: Background chatter from kids and parents.

**BOY: (making gun sounds) Pew, Pew!**

WIDE SHOT OF THE BOY IMAGINING THAT HIS STAR WARS SHIP IS REAL.

MUSIC: STAR WARS THEME SONG  
"do, sol, fa, me, ray, do, sol"  
([www.youtube.com/watch?v=f17MI8ZlczE](http://www.youtube.com/watch?v=f17MI8ZlczE)) ---0:09-0:13secs

CUT TO CLOSE UP OF MINIFIGURES DARTH VADER AND LEGO LUKE FIGHTING AS IF IT IS AN ACTUAL ANIMATION.

SFX: Light saber sounds.

**BOY: (in Darth Vader voice) Luke, I am your father.**

MINIFIGURES WILDSTYLE AND EMMET FROM THE LEGO MOVIE FLY IN.

SFX: Flying sounds.

**BOY: (in high-pitched girly voice like Wildstyle) Well, your not *my* father. Give me back the Kragle!**

**BOY: (imitating Emmet) Ahhh! Wildstyle, don't!**

WILDSTYLE LANDS, JUMPS OUT OF THE SHIP AND RUNS TO PICK UP THE KRAGLE.

SFX: Ship flying and landing, light sabers.

**BOY:** (in Darth Vader voice) **Never!**

**MUSIC:** "Dun, dun, dunn!" sound effect  
([www.youtube.com/watch?v=bW70p86ox9g](http://www.youtube.com/watch?v=bW70p86ox9g))

**MOM:** **Honey!**

CUT BACK TO LEGO STORE WHERE THE MOM STANDS NEXT TO THE BOY WITH HER YOUNGER DAUGHTER.

**SFX:** Background chatter from kids and parents.

**MOM:** **Honey, it's time to go home.**

**BOY:** (in his normal voice) **Not yet mom! Just 5 more minutes!**

WIDE SHOT OF THE LEGO STORE WITH A WORKER AND OTHER BOYS & GIRLS LOOKING AROUND.

**MUSIC:** Start to play song "Best Day of My Life" (American Authors)  
00:41-00:50

Lower volume of song to hear ANNOUNCER.

**ANNOUNCER: When you're a kid, your imagination is your best friend.**

BOYS AND GIRLS LOOKING AROUND IN AMAZEMENT AT THE LEGO STORE.

**MUSIC:** Song continues to play quietly in the background (00:48-00:53).

**ANNOUNCER: The LEGO Store lets your kids make their own endless adventures.**

SHOW THE LEGO STORE LOGO AND TAGLINE.

**ANNOUNCER: The LEGO Store: What will you build?**

**MUSIC:** Volume up on the song right as the chorus comes up again  
"Best Day of My Life" (00:54-01:00) Then it fades out.