

TITLE: GAMECHANGERS  
MEDIUM/LENGTH: VIDEO/:30  
PAGE: 1 OF 2

VISUAL: EXT. DOMINO'S – DAY

VISUAL: Garbage and recycling receptacles (with the Domino's modular logo) sit in front of Domino's locations.

MALE

ANNCR (VO): Domino's launched a pilot program to clean up the environment, becoming the first major restaurant chain to recycle paper and plastic products.

VISUAL: Receptacles in front of Domino's locations next door to Pizza Hut stores.

MALE

ANNCR (VO): Domino's set up multiple hidden cameras to document this ground-breaking occasion and, in doing so, recorded some interesting occurrences...

VISUAL: Pizza Hut customers take a bite out of their pizza, cringe. Dump the pizza in the trash, and the box in the recycling receptacle. They enter Domino's.

VFX: Recording accelerated until –

VISUAL: Customers come out with Domino's Pizzas. Take a bite and drive off smiling in their vehicles with their Domino's Pizza.

MALE

ANNCR (VO): But that wasn't all...

VISUAL: A PIZZA HUT DELIVERY DUDE (20s) sits in his car. Turns off his lit Pizza Hut sign, pulls out \$30 and gives it to a DOMINO'S DELIVERY GUY (20s) in exchange for a medium pizza.

PIZZA HUT

DELIVERY DUDE: Keep the change.

DOMINO'S

DELIVERY GUY: You sure? Your secret's safe with me.

VISUAL: The Pizza Hut Delivery Dude nods vehemently while enjoying a bite of Domino's pepperoni.

DOMINO'S

DELIVERY GUY: I'll donate half of it to St. Jude's Children's Research Hospital.

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PAGE: 2 OF 2

VISUAL: Back-to-back-to-back PIZZA HUT EMPLOYEES, from other locations, cover their uniforms with shirts... enter Domino's... come out with Domino's Pizza... take a bite and sigh.

MALE

ANNCR (VO): Domino's knows pizza, pasta – and how to recycle. Look for Domino's recycling bins in malls, parks, at car washes and other places next to trash receptacles.

SUPER: dominos.com #DominosRecycles stjude.org #FindingCuresSavingChildren

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TITLE GAMECHANGERS

MEDIUM/LENGTH: ONLINE AD + PROMOTIONAL EMAIL

## 1st Major Restaurant Chain to Recycle!

[Photo: Domino's recycling bin with Domino's modular logo on it.]

We already make an extra effort with our pizzas, pasta, sandwiches and more.

Why shouldn't we make an extra effort with recycling?

Why shouldn't other major restaurant chains?

Domino's®

...the first but hopefully not last major restaurant chain to recycle!

Domino's knows pizza, pasta – and how to recycle. Look for Domino's recycling bins in malls, parks, at car washes and other places next to trash receptacles.

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Domino's supports a number of charities, but our very favorite is St. Jude.

- Did you know that St. Jude never bills a family for anything – including travel, treatment, housing or food?
- Did you know that treatments invented at St. Jude are shared with other cancer researchers?
- Did you know that those treatments have increased the childhood cancer survival rate from 20% to more than 80% since St. Jude opened in 1962?

You could win a house or another amazing prize while helping the kids of St. Jude...

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*Note: I was not hired by Domino's® or St. Jude Children's Research Hospital to write this. However, it does give you an example of the great work I can do for you when we work together.*

3 | *G a m e c h a n g e r s* Copyright © 2019 Andrew Fumento. All rights reserved.