

Theme 3: *Snack Pals and MyPlate* (30 seconds)

Reaction video: an adult off-camera asks a series of children (filmed separately, due to COVID safety) how many servings of fruits and veggies they should have per day. Child is seated at a table with a colorful background and responds with their guess. The off-camera adult shares the correct answer, and then the daily serving size "appears" in front of the child on the table (using Snack Pal products), with their reactions filmed.

Kid 1 is seated at table, looking at an array of snack packs.

Voice Over: "Snack Pals make it easy and yummy for kids to get their daily servings of fruit and veggies. Let's show them how."

Kid 2 is seated at an empty table.

Adult Off-Camera: "Do you know how many servings of fruits and veggies you should have in a meal? Guess."

Kid 2 Guesses.

Kid 1 Guesses. (new screen)

Kid 3 Guesses. (new screen).

Adult Off-Camera: "Ready to see? It's easy! Half of your plate at every meal should be made up of fruits and veggies."

A plate "appears" on the table in front of this kid with half filled with fruits and veggies from Snack Pals.

Show their happy reactions one by one.

Voice Over: "With tons of nutritious combos kids love, Snack Pals make snack time, fun time! Inspire a lifetime of healthy munching and fuel the fun with Snack Pals."

(Snack Pals logo.)

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