

VO: Once upon a time...a long long time ago.

OPEN ON A GENERIC SHOT OF THE WORLD.... Show off the slowness of it. SCENES OF DINOSAURS MUNCHING ON LEAVES, ADAM AND EVE EATING THE APPLE, ETC.

VO: Wait a minute. [MUSIC STOPS ABRUPTLY] We don't have time for that. [FADE TO BLACK] We have to get to the point. There's only so much time for a video in this presentation.

CUT TO FRENETIC IMAGES OF PEOPLE RUSHING TO WORK, DOING ERRANDS, BUSY BUSY BUSY

Times sure have changed.

There are fast food drive-thrus, convenience stores, snap chats, Facebook chats, mobile dings dongs, and blings, microwave pasta, speed dating, Amazon shopping, instant messaging, E-tickets, express lines, express trains

AS MANY OF THESE IMAGES OF THE ABOVE AS YOU CAN FIND OR JUST GENERAL PEOPLE RUSHING ABOUT WITH INCREASING SPEED.

and express food.

SHOW IMAGES OF PEOPLE EATING ON THE GO. FAST FOOD BONANZA TO ILLUSTRATE THE PROBLEM WE HAVE WHICH IS WE NEVER SLOW DOWN TO EAT.

**When did eating become such a liability?
And when did pasta get put on the no no list!?**

DIP TO BLACK

CHANGE TO POSITIVE IMAGES HERE-PEOPLE STOPPING WHAT THEY'RE DOING/RUNNING AND THEN SLOWING DOWN

CHANGE OF MUSIC HERE AS WELL- THINK NICK DRAKE

It's time we tell America to take back control of our time and our taste-buds.

And we think one Pasta brand can save us all.

BEAUTIFUL IMAGES OF WHY WE LOVE PASTA. THE ROMANCE, ITALY, PASSION. MAYBE WE SHOW CLIPS OF OLD SCHOOL GIOVANNI FOOTAGE IF YOU CAN FIND.

But what kind of pasta?

How about a pasta that looks at the world differently.

A pasta brand that said something that startled us.

They said, hey wait a sec America, if you could have pasta that's fresh, simple to prepare, and has all the taste on the inside wouldn't you be excited?

A brand that said goodbye to boring old pasta covered, drenched, flooded, swimming in sauce, full of calories. No no no. enough. Take a bite, taste that? (video stops)

A LONG PAUSE OF BLACK HERE. MUSIC STOPS, TOO

POSITIVE IMAGES OF MILLENNIALS TAKING TIME TO BE TOGETHER, READING A BOOK, HOLDING HANDS, RELAXING, GOING ON A PICNIC – ALL WHILE EATING GIOVANNI RANA

There's a brand that encourages us to trade up to what pasta could be. A brand with an original idea that challenges life's ordinary conventions and empowers us to find a moment to enjoy.

One that packs a delicious and mouth watering ricotta on the inside that reminds us of the sheer joy of life. A fresh spinach inside that tastes so good that it reminds us to slow down our chewing so we can savor it longer. Enjoy the moments between the moments. Where delicious pasta with a splash of olive oil and garlic, is applauded and taking the time to enjoy is actually encouraged.

IMAGES OF THE BEST MEALS AND EATING EXPERIENCES- TIME WITH FAMILY, FRIENDS, KIDS, MEALS TOGETHER.

That brand is Giovanni Rana. [MUSIC CHANGE HERE TO UPBEAT, ENERGENIC] The brand that said food isn't just food, and pasta isn't just a pasta. The brand that taught us how to fall in love with pasta, and eating, all over again.

GR HISTORICAL IMAGES HERE.

It's a company that has become a positive force in a crazy world. A company that believes the world can be a better place by giving people a different viewpoint. And perhaps, a different point of view as it relates to pasta.

A different kind of pasta for a different kind of person

Super: GIOVANNI RANA: IM AN INNIE, ARE YOU?

IMAGES OF FUN AND PEOPLE EMBRACING LIFE
MUSIC SWELLS

[FADE FL LOGO OVER POSITIVE IMAGES]

FADE TO BLACK

Super: (We thank you for your time)