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| **Script description/ visual storyboard****LHF SCRIPT TEMPLATE** Agency name: Advertiser/ Client:Version: | **Voice-Over and dialogue** | **Text on-screen** | **Products featured or referenced**Date:Duration of advert: | **LHF - In scope or excluded.****Including category detail (if applicable)** | **HFSS Yes/No** |
|  Scene 1 - Visual description**\*EXAMPLE\***Man in kitchen taking pizza out of packaging placing the pizza into the oven**\*STORYBOARD IMAGE EXAMPLE\*** **(if applicable)** | **\*EXAMPLE\***“Try our new delicious Pizza….” | **\*EXAMPLE\***“PIZZA” | **\*EXAMPLE\***Brand X - deep pan Pepperoni Pizza | **\*EXAMPLE\***In- Scope Category 11“*As stated in paragraph 15 of the schedule:* *“Pizza (except plain pizza bases).”**Principles of category 11**Includes pizzas with all varieties of sauces and toppings.**Includes ‘free from’ products.”* | **\*EXAMPLE\***Yes – please see nutritional profile certificate.(attached in substantiation) |
| Scene 2 - Visual description**\*STORYBOARD IMAGE EXAMPLE\*****(if applicable)** |  |  |  |  |  |
| Scene 3 - Visual description**\*STORYBOARD IMAGE EXAMPLE\*****(if applicable)** |  |  |  |  |  |
| Scene 4 - Visual description**\*STORYBOARD IMAGE EXAMPLE\*****(if applicable)** |  |  |  |  |  |
| Scene 5 - Script visual description**\*STORYBOARD IMAGE EXAMPLE\*****(if applicable)** |  |  |  |  |  |
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