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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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