

CLIENT: Crayola CRAYONS
TITLE: Creativity Runs on Color
LENGTH: :30
WRITER: Charles Haskell
DATE: September 6, 2017

Production note: CHILD is slowly talking to directly to the audience he is happy but throughout the spot, he becomes hesitant and saddened.

CHILD: I am a great artist. I can draw a zebra, a panda, a cow, a Dalmatian, a skeleton, a skunk, a soccer-ball... uhhhh... well, I use to be able to draw more but I ran out of Crayola CRAYONS. I can't draw rainbows with a pencil.

ANNC: Creativity runs on color. Do not limit it. Crayola Crayons Refill your child's imagination today.
