

MuseWhi sperer

Nestlé Bui toni  
"Muse | Whi sperer"  
10|12|06

PUBLICIS : 30 TV

OPEN TIGHT ON WOMAN'S  
FACE WITH PUZZLED  
EXPRESSION. MUSE  
LEANS IN AND WHISPERS  
INTO HER EAR.

MUSE: (Bui toni .)

AN "IDEA" ILLUMINATES  
WOMAN'S FACE.

GO TIGHT ON ANOTHER  
WOMAN'S FACE WITH  
PUZZLED EXPRESSION.  
MUSE LEANS IN AND  
WHISPERS INTO HER EAR.

MUSE: (Bui toni .)

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AN "IDEA" ILLUMINATES  
WOMAN'S FACE.

GO TO MED. SHOT OF  
MUSE WALKING DOWN  
SUPERMARKET AISLE, TALKING TO CAMERA.

Oh, hello.

I'm a muse--y' know, a classic  
spirit of inspiration.

...CUT TO MORE PUZZLED  
SHOPPERS.

Maybe you could use a little  
inspiration for dinner tonight.

Well, here's a "muse flash."

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Buitoni appetizers, pastas  
and sauces, in the refrigerated  
section.

For special Italian  
combinations any night.

Like Buitoni Four-Cheese  
Ravioli in Marinara.

(Buitoni, tonight.)

It's all the inspiration you  
need.

Keep life fresh.

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You'll thank me. Michaelangelo  
did.