

Blue Bear Aware

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FADE IN

001. POST PRODUCTION GRAPHIC AND BBA LOGO 00:00:00

Blue Bear Aware title and logo zooms into camera.

MUSIC  
(Fade In theme)

002. EXT. BACK YARD - DAY 00:00:07

NATHAN and ANDREW playing or stock footage of kids playing in playground.

MUSIC  
(Continues Under)

003. POST-PRODUCTION GRAPHIC - SUPER 00:00:14

1.5 Canadians have life-threatening food allergies.--Health Canada

About 2% of Canadian children have peanut allergy and 1.5% have tree nut allergy.

In the past decade, peanut allergy among North American children has grown 250% --American Academy of Allergy, Asthma & Immunology

004. INT. KITCHEN - DAY 00:00:25

ROBERTA addresses the camera.

ROBERTA  
Given the growing trend of life-threatening allergies among children and our communities, we strive to offer products that can prevent allergic reactions.

CUT TO:

ELIZABETH addresses the camera.

ELIZABETH  
Yes, community awareness is key. And so is peace of mind for parents. It's stressful to be the parent of an allergic child, and we want to offer solutions that work for every family's lifestyle. Which is why we decided to start Blue Bear Aware.

005. MONTAGE 00:00:53
- Showing various BBA products popping up like Muchmusic Pop-Up Video from the 80s. Fun and playful. With sound effects.
- ROBERTA  
(Voice Over)  
Since 2006, we've been Canada's first and largest one stop shop for allergy awareness. Our products are made in Canada and the US so we can monitor the quality.
006. POST PRODUCTION GRAPHIC 00:01:08
- "Auto-Injector Carriers". These titles will be on BBA's colour schemes throughout and other playful kid's colours.
- MUSIC  
(Change of music)
007. EXT. BACK YARD - DAY 00:01:15
- Nathan and Andrew are demonstrating the products to camera.
- ROBERTA  
(Voice Over)  
These auto-injector pouches were designed with kids in mind.
035. EXT. BACK YARD - DAY 00:01:23
- Nathan and Andrew address the camera.
- NATHAN  
I like the graphics. They're fun. \_\_\_\_\_ is my favourite.
- ANDREW  
I like that it's easy to wear and really small and lightweight. I can wear it like a belt with my T-shirt over it.
- CUT TO:
023. EXT. BACK YARD - DAY 00:01:38
- ARIELLE demonstrates wearing the pouch.
- ARIELLE  
I wear mine like a purse.

036. EXT. BACK YARD - DAY 00:01:43

Alternatively, Tracy can say this line, while demonstrating changing the strap from size small to size large:

TRACY

My daughter likes to wear hers like a purse. And I've bought an extra strap in an adult size to wear when I'm with her, so she can run off and play and I always have her medication within easy reach.

024. EXT. BACK YARD - DAY 00:01:57

Nathan demonstrates the zipper.

NATHAN

(Voice Over)

The zipper is really easy to use. Even little kids can open it.

CUT TO:

025. INT. KITCHEN - DAY 00:02:07

Roberta's hands are showing the pouch material and inserting an Auto-Injector pen into the pouch.

ROBERTA

(Voice Over)

There are also other benefits such as the neoprene material which helps regulate the temperature of the medicine, and because it's tight weave, it adds cushioning...  
ad-Lib

008. POST PRODUCTION GRAPHIC 00:02:22

"T-Shirts" on colourful background.

026. POST PRODUCTION GRAPHIC 00:02:24

Your T-shirts are just gorgeous. Thanks for giving me a taste of the quality and ingenuity of your company.--Erica  
Ehm

027. EXT. BACK YARD - DAY 00:02:29

Arielle plays wearing one of the T-shirts.

ELIZABETH

(Voice Over)

(MORE)

ELIZABETH (CONT'D)

Our T-shirts are unique because of the Allergy Alert symbol on the back. It's a symbol that's on all the tees, and so teachers, caregivers, family members all come to recognize it.

Arielle points to her shoulder.

ELIZABETH (CONT'D)

(Voice Over)

Like the Alert symbol, the chest graphics also raise awareness, but also serves to add some fun and fashion to the message. It's important that kids feel cool and confident in our tees, that fashion-wise, they fit in.

010. POST PRODUCTION GRAPHIC 00:02:57

Blue Bear Aware has mastered a balance between hip trendy shirts and communicating important allergy messages. Growing up with food allergies, I remember being awfully shy talking about them. A funky Blue Bear Aware T-shirt about my food allergies would have been way cooler and less alienating than the giant button I used to wear. --Kyle Dine, musician.

028. POST PRODUCTION GRAPHIC 00:03:07

"Badges & Labels" on colourful background.

011. EXT. BACK YARD - DAY 00:03:09

Arielle puts on her coat with the badge on the sleeve.

ELIZABETH

(Voice Over)

The Allergy Alert symbol is also available as an iron-on badge, which can be ironed onto just about anything! We also offer labels, which are really durable. When a parent tells us a great idea they have for a label, we are sure to pass it on to families.

012. INT. KITCHEN - DAY 00:03:26

Roberta's hands put labels on food containers.

ELIZABETH

(Voice Over)

These labels are used in schools,  
on doors, desks, you name it,  
because they are waterproof.

029. EXT. ELIZABETH'S FRONT DOOR - DAY 00:03:37

Roberta's hands put label on front door.

ROBERTA

(Voice Over)

The labels are also an excellent  
quick fix for clothing.

030. INT. HALLWAY - DAY 00:03:45

Roberta's hands put labels Nathan's coat, then a bag.

ROBERTA

(Voice Over)

Customers have applied them to  
clothing and outerwear when their  
kids are on an airplane, cruise  
ship, at summer camp, you name it.

031. POST PRODUCTION GRAPHIC 00:03:56

I will be patching the allergy awareness badges onto my  
son's medicine pack, back packs and lunch box to help others  
know he has an allergy as well as to provide a catalyst  
whereby someone might approach him for more  
information.--Cecilia, Mom

032. INT. KITCHEN - DAY 00:04:04

Elizabeth addresses the camera.

ELIZABETH

It's all these great ideas we hear  
from parents that lets us know  
we're on the right track. We are  
proud that our products are durable  
and versatile to suit any families  
needs. Often times it's parents who  
make a purchase, but we will never  
forget a young girl who approached  
us once to buy a single label to  
wear on her Halloween costume.

033. EXT. BACK YARD - DAY 00:04:22

Arielle runs around the backyard wearing a Halloween  
costume.

034. INT. KITCHEN - DAY 00:04:26
- ELIZABETH  
(Voice Over)
- In that moment, if we never sold another product, we knew we made a difference. We knew that what we offered made her feel one step closer towards feeling independent and safe.
015. POST PRODUCTION MONTAGE 00:04:38
- Various shots of BBA graphics and designs.
016. INT. KITCHEN - DAY 00:04:40
- Roberta addresses the camera
- ROBERTA
- It's the kind of empowerment that leads to changing attitudes in the community at large. That's the fuel that will keep us going, keep us offering the best choices possible for allergic kids and their families.
017. EXT. BACK YARD - DAY 00:04:54
- Nathan and Andrew are talking to an adult.
021. POST PRODUCTION GRAPHIC 00:04:56
- Your T-shirts will give me a peace of mind whenever they go on field trips, whenever he goes to birthday parties, to family functions, to the mall, grocery shopping, ANYWHERE! It brought tears to my eyes.--Janice, Mom
037. POST PRODUCTION GRAPHIC 00:05:03
- "Other products we carry". Montage of other products.
022. POST PRODUCTION GRAPHIC 00:05:05
- Where you can find BBA products. Website, contact etc.
- FADE TO BLACK.
- END-