

## CRUMPLED DOLLAR



VIDEO: Open on a family of cash. The mom and dad are \$100 dollar bills. An older son is a \$20. A younger daughter is a \$10. The youngest daughter is a \$1 bill. The \$1 bill is treated like the step-child of the cash family.

The \$20 bill and the \$1 bill come home all wrinkled. The parents immediately get up and start to smooth out the \$20 bill on the floor. They totally ignore the \$1 bill.

**\$100 MOM: (TO \$20 SON)**

**OH MY GOD. HONEY, WHAT HAPPENED?**

**\$20 SON (CRYING):**

**THIS KID AT SCHOOL GOT ME FOR CHANGE AND HE DIDN'T HAVE A WALLET. HE JUST CRUMPLED ME IN HIS POCKET.**

**\$100 DAD: (TO \$20 SON)**

**DON'T WORRY. WE'LL HAVE YOU CRISP IN A SECOND.**

The \$1 bill slowly drags herself up the stairs.

**VO:**

**BE NICE TO YOUR DOLLARS. THEY'RE MORE VALUABLE THAN YOU THINK. WITH MCDONALD'S DOLLAR MENU A DOLLAR CAN BUY YOU A DOUBLE CHEESEBURGER OR MANY OF YOUR OTHER FAVORITE FOODS.**

**SUPER CARD:**

**DOLLAR MENU ITEMS.**

Cut to later night where the \$100 MOM is tucking her \$1 daughter into bed.

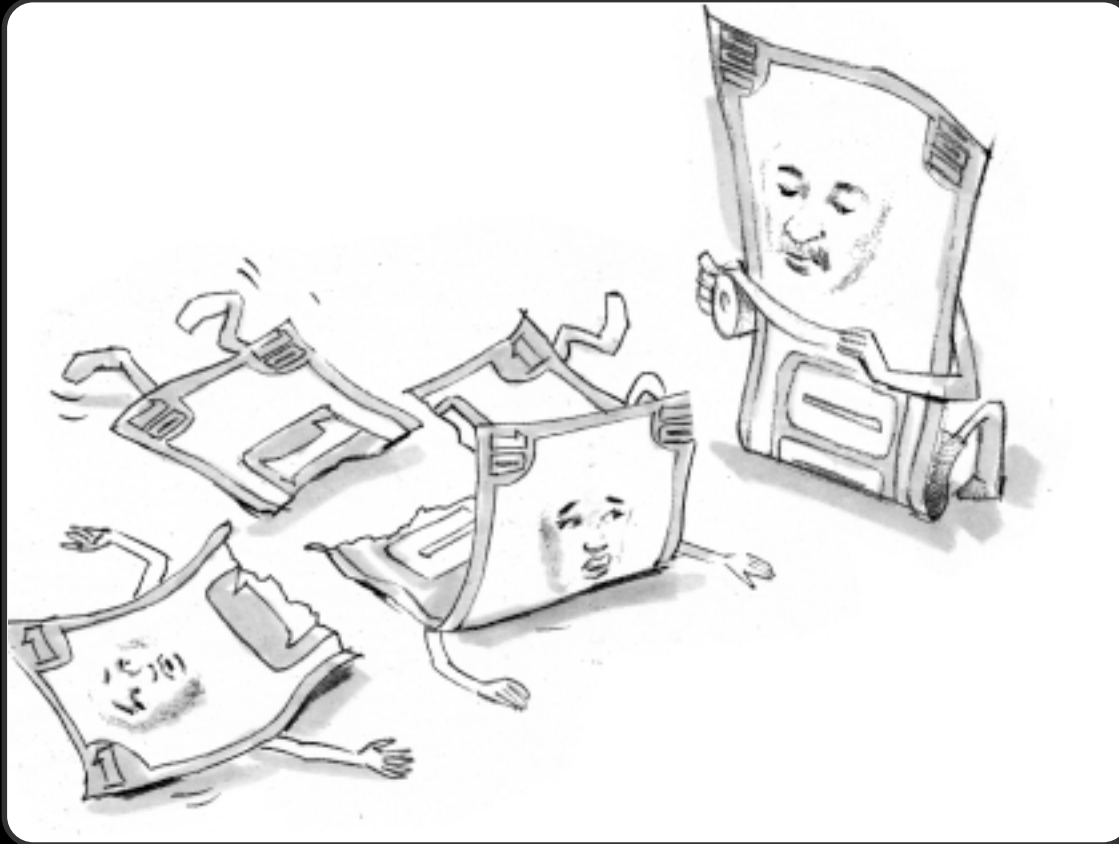
**\$100 MOM:**

**I'M SORRY HONEY. SLEEP GOOD MY LITTLE FRUIT AND YOGURT PARFAIT.**



Ba da bah ba ba. I'm Lovin' it.

## TORN DOLLAR



VIDEO: Open on a family of cash. The mom and dad are \$100 dollar bills. An older son is a \$20. A younger daughter is a \$10. The youngest daughter is a \$1 bill. The \$1 bill is treated like the step-child of the cash family.

The family is watching TV. The \$20 gets up, falls and trips right into the \$1. Both the \$20 and the \$1 are ripped in half.

**\$100 MOM: (TO \$20 SON)**

**OH MY GOD. HONEY, GET THE TAPE.**

The father gets the tape and begins to tape the \$20 back together and ignores his \$1 bill.

**\$100 DAD:**

**DON'T WORRY SON. WE'LL TAPE YOU UP LIKE NEW. YOU'LL BE ACCEPTED AT ALL CONVENIENCE STORES.**

**VO:**

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**SUPER CARD:**

**DOLLAR MENU ITEMS.**

Cut back to the \$20 son taping his \$1 sister together.

**\$20 SON**

**TOMORROW, WE'LL TAKE YOU AND BUY YOU A HOT FUDGE SUNDAE.**

**Ba da bah ba ba. I'm Lovin' it.**



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