

Script Outline:

Introduction:

Attention Grabber: A visual of a chaotic mealtime scenario, where a child is making a mess, spilling snacks, and a parent looks overwhelmed.

Tagline: “Does this look familiar? Mealtime with toddlers can be a challenge...”

Problem Statement:

Voiceover: "As parents, you're constantly battling spills, messes, and endless meal prep. Traveling with a toddler feels like packing for a week-long vacation... and it's exhausting."

Visuals: Quick cuts of messy kitchens, spilled snacks, and stressed parents preparing meals or packing for an outing.

Introduce the Solution:

Voiceover: "Meet The Everything Cup by More Peas—the Swiss Army Knife of toddler mealtime."

Visuals: Smooth transition to a clean, organized scene where the Everything Cup is in use. A toddler happily eating, a mom smiling as she easily preps food or packs for a trip.

Key Features & Benefits:

Voiceover: “Made from premium silicone, The Everything Cup grows with your child. Use it to steam, bake, serve, and store—all in one cup.”

Visuals: Suction base in action, preventing spills. Lid flipping to showcase its versatility.
A child using the cup in different scenarios: at home, in a car, at a restaurant.

Quick shots of the cup being microwaved, placed in the oven, and popped into the dishwasher.

Voiceover: “Our unique design ensures that mealtime, whether at home or on the go, is easy, fun, and mess-free.”

Visuals: The cup being used in various real-life scenarios, highlighting its durability and multi-use capabilities.

Testimonials:

Voiceover: “Parents love it. Natalie says, ‘This is the GOAT of snack cups!’ And Rebecca raves, ‘This is the best snack cup we’ve ever owned.’”

Visuals: Testimonials overlaid with footage of happy parents and kids using the product.

Call to Action:

Voiceover: “Make mealtime a breeze with The Everything Cup. Order yours today and experience the difference!”

Visuals: A family enjoying a mess-free meal together, with a clear call to action on the screen: “Shop now at [Your Website].”

Closing:

Tagline: “More Peas—making parenting easier, one cup at a time.”

Visuals: The product lineup, with a final focus on the Everything Cup