

**SA Health
Serves
30 seconds**



Vision: *Open on a close up shot of a Vegie-Man.
He begins talking to the camera.*

MVO: **It's easy to get more vegies into your day.**



Vision: *We cut wider to see the Vegie-Man sitting at a
table, wearing an apron. He sweeps his hand
across some vegies on the tabletop in front of him.*

MVO: **Just take a serve of vegies...**



Vision: *Vegie-Man is now also holding 3 measuring cups
in his hand.*

MVO: **...and one of these. Look!**



Vision: *As he speaks, he covers the first group of vegies
with one of the upturned cups.*

MVO: **Half a cup of...**



Vision: *We see the cooked vegies now fully covered.*

MVO: **...cooked vegies...**



Vision: *He covers the second group of salad vegies with another upturned cup.*

MVO: **A cup of salad vegies...**



Vision: *We see the two groups of vegies covered.*



Vision: *Vegie-man covers the potato.*

MVO: **...or one potato.**



Vision: *We cut back to a wider shot showing the three groups of covered vegies.*

MVO: **Each of these is one serve.**



Vision: *He whizzes the upturned cups around on the table.*

MVO: **Watch carefully...**



Vision: *He continues whizzing the upturned cups.*

MVO: **...now!**



Vision: *He stops. The three cups have become one.*

MVO: **Ta-da!**



Vision: *He lifts up the cup to reveal a meal incorporating all of the ingredients.*

MVO: **This tasty meal is...**



Vision: *A super of the serve size appears over each component – 1 serve, 1 serve, 1 serve = 3 serves!*

MVO: **...3 serves of vegies.**



Vision: *We cut back to Veggie-Man who is now juggling the measuring cups.*

MVO: **It's easy to get...**



MVO: **...2&5 into your day.**

Graphic: *Go for 2&5® logo animation*

SA Government logo

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