



# IDEA

In our country we have a famous saying which adults are usually pronouncing in a slightly envious way – “It’s good to be a child!” (word for word translation: “It’s good to be little”). Why is it so? Because only the little ones can start their morning free from worries. They can play as much as they want. Their parents are there and tasty breakfast is ready, and their favorite Milk Slice will be given at the end of it. Really, really good.

IT’S GOOD TO BE A CHILD\*!  
(BECAUSE YOU CAN PLAY AS MUCH AS YOU WANT AND  
WHEN YOU’LL GET A MILK SLICE)

\*Хорошо быть  
маленьким!



# OLV

We continue our famous "animal story" that Russian viewers adore. But, instead of birds and hedgehogs, we are focusing on a relationship between milky-white kitten and a child. Simultaneously we draw the attention to the children's morning play (and away from sleepiness). Both kids (kitten and a child) are playing first thing in the morning and get their breakfast together – milk for a kitten and a healthy breakfast with the Milk Slice for a kid.

We also adding very important moment – mom and dad are participating in consumption of a product. Child lovingly watches how his parents interact with each other and with his favorite product.



1-2

Milky-white kitten adorably sleeps in the bed. Camera goes from kitten to a sleeping child in the same position

**It's good to be a child (to be little)!**

Хорошо быть маленьким!

3

Little ones are waking up – they are yawning and stretching

**To wake up...**

Проснуться...

4

Child looks up and sees his (or her) mother. Child smiles and jumps into parent's hug!

**To smile...**

Улыбнуться...

5

Child and a kitten starts to play while still in bed

**And to start playing immediately!**

...и сразу играть!



5

Together child and a kitten are heading towards the kitchen

**And not forget to...**

И не забыть...

6

Dad puts a saucer of milk in front of the kitten, while Mom takes a Milk Slice out of the fridge.

**...get breakfast! And Mom knows...**

...позавтракать! А мама знает...

7

Parents and child sit at the table. Mom gives Milk Slice to a child.

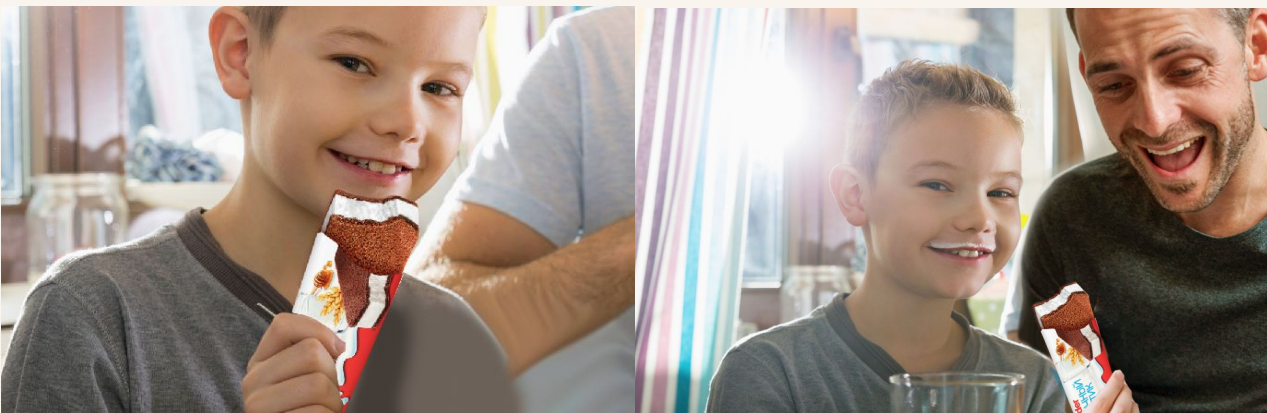
**...how to make morning even better!**

...как сделать утро ещё лучше!

**Kinder**

**DE  
CREA  
TIVE**  
AGENCY



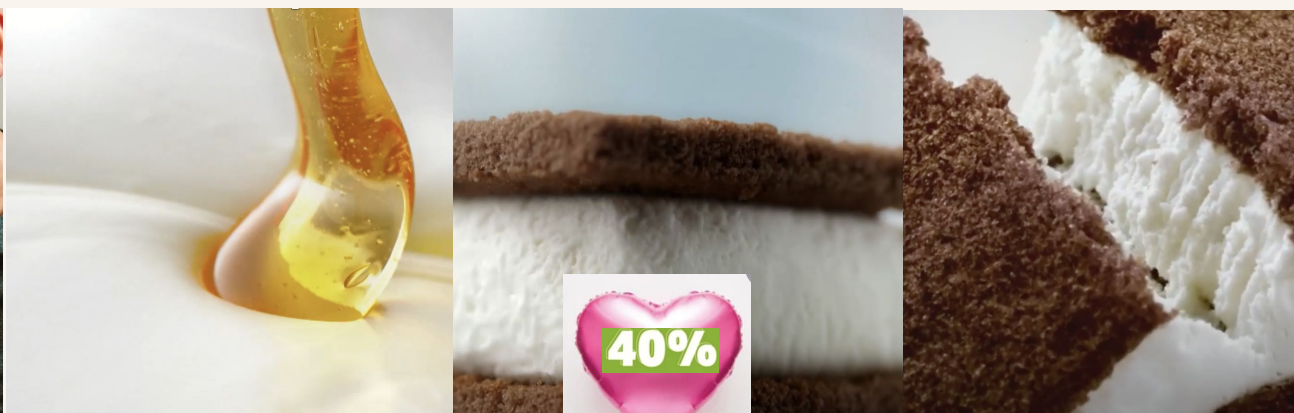


8

Child snack on Milk Slice. His Dad also takes a bite of his own Milk Slice. They laugh with each other.

**Milk Slice is a favorite addition to breakfast!**

Молочный Ломтик – это любимое дополнение к завтраку!



9-10-11

DEMO with TITLE “40% OF MILK”

**It'ss full of milk – the whole 40% - with a drop of honey and tasty biscuit!**

Он полон молока – целых 40%! – с каплей меда и вкусным бисквитом!

**Kinder**

**DE  
CREA  
TIVE**  
AGENCY



14

Child's eating Milk Slice and happily watching how Mom and Dad are playfully biting each other Milk Slices

**It's good to be a child, when...**

Хорошо быть маленьким, когда...

15

PACKSHOT with the kid and a kitten

**...there's a Milk Slice! Tasty-milky product.**

...есть Молочный ломтик!  
Вкусномолочный продукт.

**Kinder**

**BE  
CREA  
TIVE**  
AGENCY





2





# IDEA

To start a day with something that you really love is very important for children. The most ardent fans of toy cars, teddy bears, characters from books and cartoons, children adore when their parents know what kids are interested in. “Fluffy kittens” phase turn into “teddy bears” phase and when we have a “dinosaurs” phase. A good parents know what a child loves in the moment – that’s why parents are able to connect with them first thing in the morning. THAT’S LOVE. And all is good – your loving parents wakes you up with a smile, and tasty breakfast is ready. THAT’S MILK SLICE. Your day will be filled with milk and love!

## MILK SLICE. WHAT LITTLE ONE’S LOVE!

\*То, что любят  
малыши!

# OPTION #1





0  
Early morning in the house. On the frame a red heart with logo of Kinder appears

NARRATOR (with the smile):  
**Start every morning with love**

Пусть каждое утро начинается с любви!

1  
Early morning, mom's waking up her daughter who wears pajamas with bunny ears

MOM (whispering): **Bunny, wake up...**

Просыпайся, зайка!

2  
Cut, we see how dad's trying to rouse a son who's sleeping with his teddy bear

DAD: **Baby bear, it's time to wake up...**

Пора вставать, медвежонок!...

3  
Camera is zooming out and we realizes that both children were sleeping in the same bedroom on the bunk-bed. Both children woke up and currently is sitting on beds and yawning. Mom and Dad are simultaneously starting to call them again, interrupt each other, laugh and together calls for breakfast!

BOTH PARENTS SIMULTANEOUSLY: **Breakfast! Завтракать!**

Kinder

BE  
CREA  
TIVE  
AGENCY



4  
Mom puts plates with porridge in front of the kids

VO: To our lovely kids...

Нашим любимым малышам...



5  
Dad takes a Milk Slice out of the fridge while holding his "bunny" in his arms

...it's so important to start their day...

...так важно начинать свой день...



6  
Everybody at the table, a child eats a Milk Slice and also holds another Milk Slice while Dad takes a bite

...with something that they really love!

...с того, что они по-настоящему любят!





7-8-9  
DEMO

**Milk Slice is a favorite addition to the breakfast! It has 40% of milk, a drop of honey and a soft biscuit.**

Молочный Ломтик – это любимое дополнение к завтраку! В нём 40% молока, капля мёда и нежный бисквит.

10  
In the final moments of breakfast children are playing with their dad, while eating Milk Slice. Girl gives her bunny ears and he obediently tries them on. Girl laughs and kiss him on the cheek.

...Любовь!

...That's love!

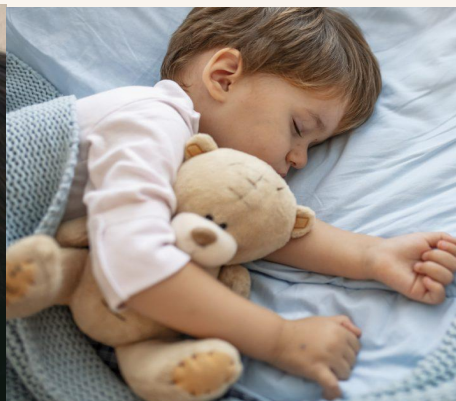
11  
PACKSHOT

**Milk Slice**  
**What little one's love! / Tasty-milky love!**

Молочный Ломтик  
То, что любят малыши! /  
Вкусномолочная любовь!

# OPTION #2





1  
Early morning, mom opens the curtains in the children's room

NARRATOR: **For our little ones...**

Нашим малышам...

2  
Mom's waking up her daughter who wears pajamas with bunny ears

NARRATOR: **...is so important to start their day...**

...так важно начать день...

3  
Cut, we see how dad's trying to rouse a son who's sleeping with his teddy bear

NARRATOR: **...with what they love: with favorite toy...**

...с того, что они любят! С любимой игрушки...

4  
Camera is zooming out and we realize that both children were sleeping in the same bedroom on the bunk-bed. Both children woke up and currently is sitting on beds and yawning. Mom and Dad are calling for breakfast through the door

NARRATOR: **With mom's smile... and dad's!**

С маминной улыбки... и с папиной!

Kinder

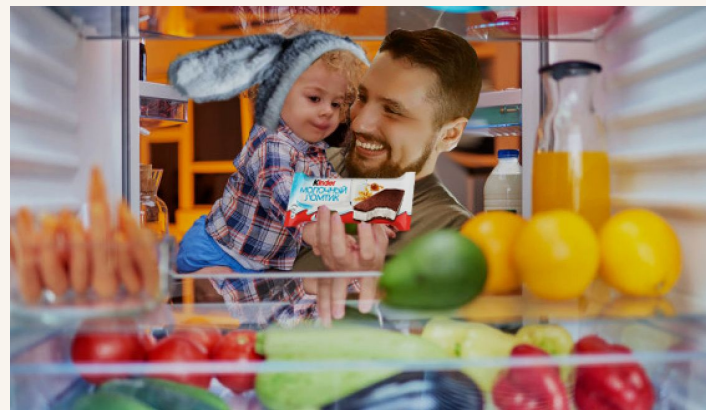
BE  
CREA  
TIVE  
AGENCY



5  
Mom gives Milk Slice to the “bear” at the table

VO: And of course with the best breakfast in the world...

И, конечно, с самого вкусного в мире завтрака...



5  
Dad takes another Milk Slice out of the fridge while holding his “bunny” in his arms

...with Milk Slice!

...с Молочным Ломтиком!



6  
Everybody at the table, a child eats a Milk Slice and also holds another Milk Slice while Dad takes a bite

**Mmm... very tasty!**

Ммм... очень вкусно!

**Kinder**

**DE  
CREA  
TIVE**  
AGENCY





7-8-9  
DEMO

**Milk Slice is a favorite addition to breakfast! It has 40% of milk, a drop of honey and a soft biscuit.**

Молочный Ломтик – это любимое дополнение к завтраку! В нём 40% молока, капля мёда и нежный бисквит.

10  
OPTION 1:

In the final moments of breakfast children are playing with their dad, while eating Milk Slice. Girl gives her bunny ears and he obediently tries them on. Girl laughs and kiss him on the cheek.

**Просто любовь!**

Just love!

11  
PACKSHOT

**Milk Slice**  
**What little one's love! / Tasty-milky love!**

Молочный Ломтик  
То, что любят малыши! /  
Вкусномолочная любовь!

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