

Brand Ad Script

60 Second

What makes Christmas so wonderful?

Maybe it's that at Christmas, we're all just a little nicer to each other,

A little less 'Me-Me-Me' and a little more 'We.'

That for once, we can just take our time.

That there's delicious food!

That everyone loves each other.

That Granny still knows she's always right — but this time, she doesn't say it.

I think, what makes Christmas so wonderful is that we all try our best to make it even more special for each other.

...and sometimes I wonder: what if we did that not just at Christmas?

Then, yes, we'd have more to value every day.