
WHAT WORDS CAN'T SAY

Joretta Morris

CLIENT:	Kay Jewelers
TITLE:	Words Can't Say
JOB NO.:	02
PLATFORM:	30 seconds, TV
SCRIPT WRITER:	Joretta Morris
SCRIPT DATE:	July 21, 2024

Act One

EXT. Backyard – Day

An anniversary party. Balloons and flowers everywhere. A four-tier cake with a child sneaking icing. At least 30 people sit, smile, and laugh as they look toward STACY (30s, Blonde, extrovert) who has a champagne glass. She has just given a speech.

STACY

And so, on our fourth wedding anniversary, I just wanted to tell my wonderful husband in the most theatric way I know how I love you.



The crowd gives Stacy a standing ovation. She beams at her husband BRENT (30s, Nerdish look with glasses, nervous energy) who smiles warmly yet fearfully. He looks around the room and sees people crying from Stacy's words. He downs his champagne and swallows with a big gulp as his friend LOGAN walks over.

BRENT

(sigh)

How will she ever know how much I love her?

LOGAN

You just had to fall in love with a writer. How are you gonna top that?

He slaps Brent on the back and walks off with a laugh.

Act Two

INT. House, Living Room – Day

Brent fondly watches Stacy play with their daughter. A look of worry washes over his face.



INT. House, Bedroom – Night

Brent stares at a now asleep Stacy. He looks a little sad. Worried. Suddenly, the moon shines on Stacy’s neck collarbone. The worry disappears from Brent’s face as he rushes out of the room.

INT. House, Office – Night

At his desk, Brent opens his laptop and smiles. The camera pans to the laptop screen, and we see the Kay Jewelers website, specifically the page for the Monique Lhuillier Bliss Collection.



Act Three

INT. House, Kitchen – Day

Brent feeds the baby. Stacy walks into the kitchen and smiles at the two of them. Brent pulls a gift box from the Baby’s lap. He hands it to a shocked Stacy.

BEGIN VOICEOVER

VO ARTIST

Give her the gift that words can't say.

Stacy opens the box to reveal a beautiful necklace from the Monique Lhuillier Bliss Collection. She stares at the necklace in awe. The camera shows the necklace in all its beauty.

VO ARTIST

Bliss from Monique Lhuillier. Exclusively at Kay.

END VOICEOVER

Brent looks at Stacy with a nervous smile.

BRENT

Do you get it?

Stacy looks at him with a smile and tears as she nods.

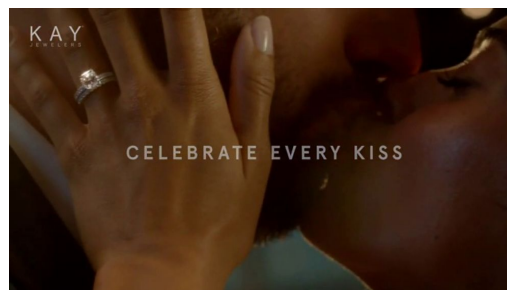
STACY

Yes.

Brent lets out a hidden sigh of relief. They share a kiss.



Celebrate Every Kiss is superimposed on the screen.



Every Kiss Begins with Kay jingle plays.

The End.