

MAKE MOMENTS SWEETER - VALENTINE'S DAY

MOM - Jane

KID - George

# Alex

*Opening branding treatment reveals a mom meticulously decorating cupcakes with Brach's Conversation Hearts as her kid looks on. He takes one of the cupcakes and carefully places a Conversation Heart on top with the message facing upside down.*

**MOM:** Why is this one upside down?

*The kid is crunching on Conversation Heart. He finishes and answers.*

**KID:** That one's for Alex.

*Kid eats a couple of the Conversation Hearts, like, "no more information needed."*

**MOM:** Oh.

**KID:** It's a secret.

**VO + SUPER:** Brach's. Make Moments Sweeter.

