

Word Tonic CAH QuickBooks Challenge  
**QuickBooks Simple Start YouTube Spot - The Penguin**

Connor Yokley

*(...) denotes a short beat.*

*(Close shot on a single desk in a small, darkened room. Both ends of the desk are just off-screen. It is completely covered in papers and other clutter. From the screen-right side, a desk lamp illuminates a BUSINESS OWNER, distressedly scribbling on something and searching around for other somethings. A short beat.)*

NARRATOR.

When you started your small business, you knew things might get complicated. (...) Now, business is great, but you're facing questions that you never expected, like...

*(After a short beat, a PENGUIN waddles onto the desk from the screen-left side. It shuffles around, interrupting the BUSINESS OWNER'S work and pecking at the piles of paper. The BUSINESS OWNER makes half-hearted attempts to shoo it away, but stays focused on their work. The camera begins to slowly close in on the BUSINESS OWNER, and the penguin frequently crosses through the shot. "Penguin noises" get gradually louder.)*

NARRATOR.

... Why did I rent this penguin? (...) Where would I even rent a penguin from? (...) When do I have to pay the penguin dentist? (...) And how much are all these anchovies costing me? (...)

*(The camera has now closed fully in on the BUSINESS OWNER. It pulls back and cuts to a brighter, cleaner version of the same room. The "penguin noises" stop. The desk is now orderly, and the room is more brightly-lit. The BUSINESS OWNER, looking more put-together, works at a computer, angled towards screen-left. The penguin stands on the desk at their side, looking around the room.)*

NARRATOR.

Thankfully, you got Intuit Quickbooks; now, the penguin is on the payroll as an independent contractor and security consultant, and the penguin dentist and anchovy salesman send invoices every Thursday. QuickBooks helps manage your finances, from payroll to invoices and transactions, without charging you for features you don't need, so you can focus on your business, not penguins. Right now, get a 30-day free trial with the Simple Start Package. Start today at [www.quickbooks.intuit.com](http://www.quickbooks.intuit.com), and pay just €1.90/month for three months!

*(While still looking at the computer, the BUSINESS OWNER gives the penguin an affectionate scratch. The QuickBooks logo appears on screen.)*

NARRATOR.

Intuit Quickbooks: take back your accounting!