

Intuit Quickbooks x Fox Sports

The following pages are a script for a 15 second broadcast commercial for Intuit Quickbooks airing during the 2025 NFC Championship game on Fox. The ad was a collaboration between Fox Sports and Intuit to highlight a local business in the Super Bowl host city of New Orleans. The ad aired as the last spot in the break, and the float built in the ad was featured on the sidelines next to the set for the halftime analysis show.

SCRIPT BEGINS ON NEXT PAGE

VISUAL WIPE: "INTUIT QUICKBOOKS PRESENTS"

The camera finds Mark Ingram as he walks through the Kern Studios warehouse, colorful floats on either side of him.
LOWER THIRDS: MARK INGRAM, New Orleans Saint, 2x Probowler.

MARK INGRAM

**Here in New Orleans, Kern Studios
means celebration. (3.7 sec)**

(ALT 1)

Whenever New Orleans celebrates,
Kern Studios is there. **(4.2 sec)**

(ALT 2)

Whether it's Mardi Gras or the
Super Bowl, New Orleans celebrates
with Kern Studios. **(4.7 sec)**

We cut into shots of Kern Studios artists creating custom parade floats (subject to artist/location availability):

1) A peel of wood curves into the air as a woodworker carves a new shape.

2) Sparks fly as a welder melds two metals together.

3) Foam floats in the afternoon light as an artist cleaves off new shapes.

4) Delicate hands dip papier machè into liquid... A hand dips into green and white paint... White and green paper and paints are applied to a new colorful float. (This is a nod to QuickBooks and Fox Sports colors).

5) A piece of the helmet design (possibly the face mask) is attached in close-up (pending availability of detachable parts, this is a nod to creation of the custom piece).

Barry Kern, jovial and in-charge, walks through the Float Den. We see various floats from years past in the background, a cacophony of color gliding behind him in soft bokeh.

BARRY

**We built our first float in 1932.
(2.9 sec)**

(ALT 1)

We've been building floats since
1932. **(3.1 sec)**

(ALT 2)

My grandfather built our first
float ninety-two years ago. **(3.6
sec)**

Fitz Kern, young and dapper, walks past a huge wall of paints and supplies on a tall warehouse wall. He holds a phone with the Quickbooks App open to track invoices.

FITZ

**And today, Quickbooks keeps our
business growing and our floats
rolling. (4.5 sec)**

(ALT 1)

Today, we build seven hundred a
year! **(2.8 Sec)**

(ALT 2)

With Quickbooks, we've grown to
build seven hundred a year. **(3.5
Sec)**

In front of Kern Studios, Mark, impressed and inspired, exits the warehouse, revealing the custom designed Helmet Float Kern created for the NFC Championship game.

Quickbooks end card appears on screen.

MARK INGRAM (V.O.)

**Intuit QuickBooks. Proud sponsor of
the NFL. (3.0 Sec)**

Bolded lines = 14.1 sec

Longest combo = 15.8 sec (too long, so be wary of combo totals)