

DAWN DISHWASHING LIQUID
SPEC AD
TV :60
“LIFETIME”

Visual	Audio
A little girl's feet shuffle into a kitchen as the morning sun rises. She climbs up to the sink and carefully cradles her Barbie doll as she washes it in a sink full of warm glistening Dawn soap bubbles, using a delicate teacup to rinse the doll's hair.	Music: A mix of Paul Simon's "Look at That" select lines and instrumental sections.
Home video on a 90s handheld of a young couple as they smile at the camera and tend to the grill at their summer barbecue. Cut to-the sun has gone down and the man goes to walk inside, he's met by the woman who hands him a bottle of Dawn and points to the grill and turns him around.	Music: <i>"You might learn something you never know..."</i>
CU: Their hands scrub the grill together covered in Dawn bubbles.	Music: <i>"Lovers merge and make a wish..."</i>
A toddler is sitting on the kitchen counter drinking a bottle as the woman washes other bottles floating in the sink. The woman puts Dawn bubbles on the baby's nose, then holds dawn bubbles up on her finger for the baby to look at and blows them away.	Music: <i>"Look at that look at this, give me a hug give me a kiss..."</i>
The woman and her friend, now in their early 50s, sit on a couch drinking from tea and coffee cups, laughing they lean together as they sink closer together in between the cushions, tea and coffee spills down the side of their white cups.	<i>"You might learn something, yeah you never know..."</i>
CU: Older hands carefully clean tea stains from the same tea cup she used as a little girl to wash Barbie's hair.	
SUPER: Day by day, drop by drop, bubble by bubble, Dawn is there.	VO: Day by day, drop by drop, bubble by bubble, Dawn is there.