

KEEP UP WITH THE DAY

ZESPRI SUNGOLD - BRANDED SHOOTING SCRIPT

Format: 14-page illustrated branded narrative / comic-film treatment

Status: Final portfolio shooting script

SPECULATIVE CONCEPT

This project is an independent portfolio concept and has not been commissioned, approved or endorsed by Zespri.

Creative principle: the product behaves like a recurring object of care inside the relationship - never a cure, never a miracle, and never a replacement for healthy sleep or medical advice.

PAGE 1 - MORNING

INT. APARTMENT - LIVING/DINING AREA - EARLY MORNING

PANEL 1 - WIDE ESTABLISHING

The HUSBAND enters after his night shift, drained, shoulders low, work bag loose in one hand. The WIFE is already dressed for work at the dining table, reading an article about the effects of prolonged night-shift work.

PRODUCT ACTION: A small bowl/punnet of Zespri SunGold kiwifruit sits naturally beside the laptop. One kiwi is cut open. The wife casually eats it while reading; the label is visible but not hero-framed.

She hears the door and quickly closes the laptop.

PANEL 2 - INSERT / REACTION

The laptop catches her LEFT INDEX FINGER.

WIFE

Ow!

She pulls her hand back in pain.

PANEL 3 - TWO-SHOT

The husband drops onto the sofa, opens Instagram Reels and yawns. The wife looks toward him and waits for him to notice. He keeps scrolling. She waits another beat. Nothing.

PANEL 4 - MEDIUM

She looks back at the injured finger, suppresses her anger and picks up her office bag.

WIFE

I hope your sister's wedding is at four today.

HUSBAND

(without looking up)

Hmm.

PANEL 5 - DEFLECTION BEAT

He finally glances away from his phone - not at her finger, but at the fruit on the table. The interest is obviously a change-of-subject tactic.

HUSBAND

What are you eating?

WIFE

SunGold kiwi. I read there's some early research around kiwi and sleep, so I've been-

She catches herself. She sets the spoon/fruit down and looks at him.

WIFE

No. Don't do that.

WIFE

Don't change the subject.

PAGE 2 - THE WEDDING

CONTINUOUS - APARTMENT

PANEL 1

The wife stands near the door, preparing to leave. Her injured left index finger is now covered with a small plaster.

WIFE

I'll be home early-around three. We'll leave together.

The husband continues scrolling.

PANEL 2

She tries to keep her voice calm.

WIFE

And please, when I come back, be awake and dressed.

WIFE

I'm already having a hard time with my boss for leaving early. I don't have the energy to wake you up, wait while you sit confused on the bed, and then hear-

PANEL 3

She imitates his exhausted expression and voice.

WIFE

'Is it really important for me to come?'

WIFE

'Can't you go without me?'

WIFE

'I'm still tired.'

The husband finally looks up, offended.

HUSBAND

So you're saying I throw tantrums?

PANEL 4

WIFE

I'm not saying you throw tantrums.

WIFE

But every time we go out, you complain that you're sleepy. You're irritated, you look annoyed, and the whole plan starts feeling like something I forced you into.

HUSBAND

So now I behave like a baby?

PANEL 5

She gives him a dry look.

WIFE

Not like a baby.

WIFE

A baby at least looks up when its name is called.

The plaster remains visible.

PAGE 3 - IT'S JUST WORK STRESS

CONTINUOUS - APARTMENT

PANEL 1

The husband finally puts his phone down.

HUSBAND

I'm tired. I work all night. What do you expect?

WIFE

I expect you not to look miserable every time we do something together.

HUSBAND

It's just work stress.

PANEL 2

WIFE

Maybe it isn't only the work.

WIFE

Maybe it's the time you do it.

He rolls his eyes.

HUSBAND

Oh, this again.

PANEL 3

HUSBAND

You use my night shift as an excuse for everything.

WIFE

An excuse for what?

WIFE

The mood swings? The brain fog? Being lethargic and exhausted even after you wake up?

PANEL 4

HUSBAND

At least I'm trying.

HUSBAND

You don't know how difficult it is to change my entire routine and sleep at night just so we can do things during the day.

WIFE

Yes. You tried last weekend at lunch with my parents.

HUSBAND

Exactly.

PANEL 5

WIFE

You tried very hard to be a jerk.

The husband looks genuinely confused and aggrieved.

HUSBAND

What? How?

PAGE 4 - WRONG HOURS

CONTINUOUS - APARTMENT

NO FLASHBACKS. Everything remains in the present.

PANEL 1

The wife continues, referring to lunch with her parents.

WIFE

You weren't part of even the most basic conversation at the table.

WIFE

You were completely unaware of what was happening, and you didn't even touch the food.

HUSBAND

(defensive)

I wasn't hungry.

PANEL 2

WIFE

You're never hungry at the right time.

WIFE

Then you eat at frustratingly odd hours and disturb my sleep while searching the kitchen like an animal.

PANEL 3

WIFE

And do you know how unhealthy it is to keep eating at random hours?

PANEL 4

The husband gestures defensively.

HUSBAND

I work at night and sleep during the day.

HUSBAND

Of course I'm not hungry for lunch when you day-timers are.

PANEL 5

HUSBAND

Why can't you get your head around that?

PAGE 5 - THE SECOND WIFE

CONTINUOUS - APARTMENT

PANEL 1

The wife pauses. Her frustration becomes quieter and more personal.

WIFE

It's not just about dinner at five in the morning.

WIFE

Your second wife is eating our social life too.

HUSBAND

(confused)

My second wife?

PANEL 2

WIFE

Your night shift-the one you pay more attention to than me.

HUSBAND

What do you mean?

PANEL 3

WIFE

I don't work night shifts.

WIFE

I don't wake up confused or with brain fog.

WIFE

And yet I can't remember the last time we went on a proper date.

PANEL 4 - BRAND CONVERSATION

Her eyes flick briefly toward the table where the SunGold bowl remains. She is not pitching; she is listing small things she has already tried to suggest.

WIFE

I've told you to try small things that might help-wind down properly, eat something lighter before you sleep, even try the kiwi I keep eating.

HUSBAND

Every 'sleep better' thing sounds like marketing.

WIFE

It's a kiwi, not a miracle.

A beat.

WIFE

And right now, it has a better track record than your promises about date night.

PANEL 5

WIFE

Every time we make plans, I find you asleep on the couch.

WIFE

You're too tired, not in the mood, or barely awake.

PANEL 6

WIFE

And I feel guilty waking you because I know you were working all night.

The husband tries to defend himself.

HUSBAND

Hey, but we had that vacation some time ago.

PAGE 6 - THE SOLO HOLIDAY

CONTINUOUS - APARTMENT

PANEL 1

WIFE

Yeah.

WIFE

After months of planning, cancelling and rescheduling our trip to Vietnam.

She gives him a dry look.

WIFE

And thank you for turning our couple's holiday into my first solo trip to a country far, far away.

PANEL 2

The husband becomes playfully animated and deliberately theatrical, mocking her earlier concern about night shifts affecting the brain. He points toward his head. The expression is teasing, never cruel.

HUSBAND

Solo?

HUSBAND

Looks like day shifts also mess with the 'human brain.'

PANEL 3

The wife is unimpressed.

WIFE

I dare you to find one photo of us from that trip where you look happy-or where you're simply standing beside me with a smile.

PANEL 4

He places a hand over his chest with exaggerated sincerity.

HUSBAND

I was very expressive about how happy I was to be with you.

A beat.

HUSBAND

I mean, on the inside.

PAGE 7 - THE CORPORATE VAMPIRE

CONTINUOUS - APARTMENT

PANEL 1

WIFE

Every day in Vietnam, you were either too cranky about the weather, too tired to walk, not in the mood to dance, or too sleepy to smile.

PANEL 2

She points toward him with restrained frustration.

WIFE

You've become a corporate vampire.

WIFE

You've forgotten how to be active while the outside world is still bright.

PANEL 3

HUSBAND

But I still enjoyed Vietnam a lot.

PANEL 4

WIFE

Yeah-at night.

WIFE

While I was asleep, you were outside exploring late-night street food like some bachelor.

PANEL 5

His defensiveness drops. He becomes sincere, not argumentative.

HUSBAND

I was only trying to make the most of the trip.

HUSBAND

Because I was genuinely sad that I couldn't give you the time you wanted.

A short silence follows.

PANEL 6

Her anger softens slightly.

WIFE

I know.

WIFE

That's why I started reading about it.

HUSBAND

Reading about what?

PAGE 8 - THE ARTICLE

CONTINUOUS - APARTMENT

PANEL 1

The wife hesitates, then tries to explain.

WIFE

What working at night does to your body rhythm.

WIFE

Some circadian... misalignment, desynchronisation-whatever they call it.

HUSBAND

(suspicious)

Circadian what?

PANEL 2

HUSBAND

How do you even know that word?

She glances toward the closed laptop.

WIFE

I read an article about the effects of long-term night shifts.

PRODUCT ACTION: When the laptop is later opened, one secondary browser tab may read 'Kiwifruit & Sleep - Early Research'. Keep it secondary; no efficacy claim is heroed on screen.

His expression hardens.

PANEL 3

HUSBAND

So now you're bringing science into this to accuse me of throwing tantrums?

WIFE

I'm not accusing you.

HUSBAND

You've been researching me?

WIFE

I've been researching night shifts.

HUSBAND

Same thing.

PANEL 4

HUSBAND

Didn't that article also tell you that night-shift workers don't do it for the feels and kicks?

WIFE

I know why you do it.

WIFE

I'm trying to understand what it's doing to you.

PANEL 5

HUSBAND

So this whole conversation was planned?

WIFE

No.

WIFE

I read it because I care.

HUSBAND

You care about your family lunches and me being chatty and attentive at them.

HUSBAND

Next time, give me a script and cue me when I'm supposed to laugh.

PAGE 9 - CARE MISTAKEN FOR ACCUSATION

CONTINUOUS - APARTMENT

PANEL 1

The wife is genuinely hurt.

WIFE

Wow.

WIFE

I care about you, genius.

WIFE

I don't give a shit about winning an argument. Some of what I read genuinely scared me.

PANEL 2

The laptop is open again. The visible article headings are short and editorial, not branded: DISRUPTED SLEEP / DEPRESSIVE SYMPTOMS / METABOLIC PROBLEMS / DIABETES RISK / CIRCADIAN MISALIGNMENT.

WIFE

Long-term night work has been linked with sleep problems, depression and metabolic illness.

WIFE

And I already see you stressed, irritated and exhausted most of the time.

PANEL 3

WIFE

When you are constantly tired, I feel stressed and anxious too.

WIFE

I hurt myself, I call your name, or I try to tell you some hot office gossip-and you're never really there.

She holds up her injured finger. The husband finally notices the plaster.

PANEL 4

His face changes from defensive to guilty.

HUSBAND

Hey. It's not like that.

WIFE

It is for me.

WIFE

You're active at night, when I-and everyone else-are asleep.

PANEL 5

HUSBAND

So what do you want me to do?

HUSBAND

Quit my job in this economy?

The wife looks directly toward the reader.

WIFE

Don't bring the economy into this illustrated story.

WIFE

That's another feature.

PAGE 10 - THE PROMISE

CONTINUOUS - APARTMENT

PANEL 1

The husband responds more honestly.

HUSBAND

Look, I like working at night.

HUSBAND

It's quiet. I'm more creative, more productive, and I can concentrate without everyone disturbing me.

WIFE

Maybe it's productive for your job.

WIFE

It isn't productive for us.

PANEL 2

HUSBAND

Do you think I enjoy missing everything?

HUSBAND

At least at work, I know what is expected of me.

HUSBAND

Here, I'm always disappointing someone.

The wife softens briefly.

PANEL 3

HUSBAND

I promise I'll get better at managing us with my nocturnal instincts.

WIFE

Three o'clock.

WIFE

Ready or not, I leave alone.

WIFE

And you know I hate being alone at weddings. I feel like a loner with no one to sit or eat with.

PANEL 4

HUSBAND

I'll sleep right now. By the time you come back, I'll have a few extra hours.

WIFE

It's not about how many extra hours you get.

WIFE

It's about what hour you're sleeping at.

PANEL 5

HUSBAND

Just trust me.

HUSBAND

I'll be ready-and fresher and more charming than the groom.

WIFE

Three o'clock.

HUSBAND

Sharp tux. Sharper husband.

WIFE

We'll see.

She leaves. The SunGold bowl remains on the dining table, exactly where it has been all morning.

PAGE 11 - HE SLEEPS

INT. APARTMENT - BEDROOM / LIVING AREA - MORNING TO EVENING

NO SPOKEN DIALOGUE.

PANEL 1

The husband closes the curtains. Bright morning light disappears, leaving the room unnaturally dark. He is still wearing the same black T-shirt and trousers from the argument.

PRODUCT ACTION: The SunGold bowl remains in the living/dining area. Do not foreground it; continuity only.

PANEL 2

He falls heavily onto the bed. His phone rests beside him. He remains in the black T-shirt and trousers.

PANEL 3

A quiet visual transition shows time passing. The light outside changes from daytime to evening through a narrow gap in the curtains.

No alarms, missed messages or timestamps are shown.

PAGE 12 - THE WEDDING IS OVER

INT. APARTMENT - NIGHT

THE WIFE HAS NO DIALOGUE ON THIS PAGE.

PANEL 1

The husband wakes in the same black T-shirt and trousers in which he fell asleep. He sits up slowly, disoriented and heavy-eyed. The room still appears dark because the curtains remain closed.

PANEL 2

He walks into the living room. His wife has returned from the wedding. She is still wearing the same formal wedding outfit and sits removing the strap of her sandal. She looks emotionally drained. Her injured left index finger and plaster remain visible.

PANEL 3

He smiles apologetically, believing she is still getting ready to leave.

HUSBAND

Oh.

HUSBAND

You look gorgeous.

She remains completely silent.

PANEL 4

HUSBAND

Give me five minutes.

HUSBAND

I'll put on my suit and we'll go.

He rushes away before properly observing her face. She says nothing.

PAGE 13 - THE WRONG TIME

INT. APARTMENT - LATE NIGHT

THE WIFE REMAINS SILENT THROUGHOUT.

PANEL 1

The husband emerges wearing a full tuxedo. This is the first point at which he changes out of the black T-shirt. The living room is empty.

HUSBAND

Hey?

PANEL 2

He looks around.

HUSBAND

Where are you?

HUSBAND

I'm ready.

PANEL 3

He checks his phone to call her. The screen reveals that it is late at night and contains missed calls and messages from the afternoon. No invented date or unnecessary precise timestamp is shown. His expression slowly changes as he realises the wedding is already over.

PANEL 4

His wife walks past him wearing her night clothes. She does not look at him. Her night clothes must remain identical on Page 14. The plaster remains on her injured left index finger.

PANEL 5

She silently gets into bed and turns away from him. He remains standing in the doorway in his tuxedo. No dialogue.

PAGE 14 - LATE FOR WORK

INT. APARTMENT - LATE NIGHT - CONTINUOUS

PANEL 1 - SILENT PRODUCT PAYOFF

After a long beat, the husband leaves the bedroom doorway and drifts back into the living/dining area. He sees the same Zespri SunGold punnet/bowl from the morning beside the closed laptop and wedding invitation.

PRODUCT ACTION: This is the first deliberate product close-up. Keep it natural and recognisable, not glossy or oversized.

He looks at the fruit, then back toward the dark bedroom. His expression shifts from embarrassment to reluctant consideration. He picks up one SunGold kiwi. No dialogue. The action should read as: maybe I should actually try one of the small things she suggested.

PANEL 2 - PUNCHLINE

His phone alarm suddenly rings while he is still holding the kiwi.

A large notification banner reads:

LATE FOR WORK

He freezes - tuxedo, phone in one hand, kiwi in the other. Through the bedroom doorway, his wife lies facing away in the same night clothes as Page 13. Her plaster remains visible. The wedding invitation remains on the table.

No final dialogue. No closing narration.

END CARD - OPTIONAL BRANDED CUT

Cut to a clean product shot of Zespri SunGold kiwifruit. Keep the line conceptual rather than therapeutic.

SUPER: "FOR WHEN BEDTIME DOESN'T HAPPEN AT NIGHT."

PROPOSED BRAND LINE: "GOODNESS WHENEVER YOUR DAY ENDS."

ZESPRI SUNGOLD KIWIFRUIT

PRODUCTION / BRAND-SAFETY NOTES

CONTINUITY

HUSBAND: same face, hair, light beard, body proportions and black T-shirt/trousers from Pages 1-12. He changes into the tuxedo only after Page 12, Panel 4.

WIFE: same face, short brown bob, body proportions and office outfit through Pages 1-10; wedding outfit on Page 12; identical night clothes on Pages 13-14.

INJURY: left index finger is injured on Page 1 and plastered thereafter. It never changes hands, disappears or detaches anatomically.

PRODUCT: the SunGold bowl/punnet remains in the same dining-table zone throughout the morning sequence and reappears at the end as a continuity payoff.

BRAND BEHAVIOUR

The product is treated as food and a small routine, not as a supplement, medicine or cure. Characters never claim that it treats insomnia, shift-work disorder, depression, metabolic disease or circadian disruption.

The strongest efficacy wording in dialogue is deliberately cautious: 'some early research around kiwi and sleep.' Any stronger on-screen or campaign claim requires final substantiation and brand/legal approval.

PERFORMANCE

Humour remains dry and relationship-based. The husband is exhausted and defensive, not cruel. The wife is frustrated and hurt, not melodramatic. The product never interrupts the emotional climax.

PORTFOLIO DISCLOSURE

If published publicly, retain a clear disclosure that this is a speculative branded-content concept and is not commissioned, endorsed or approved by Zespri.