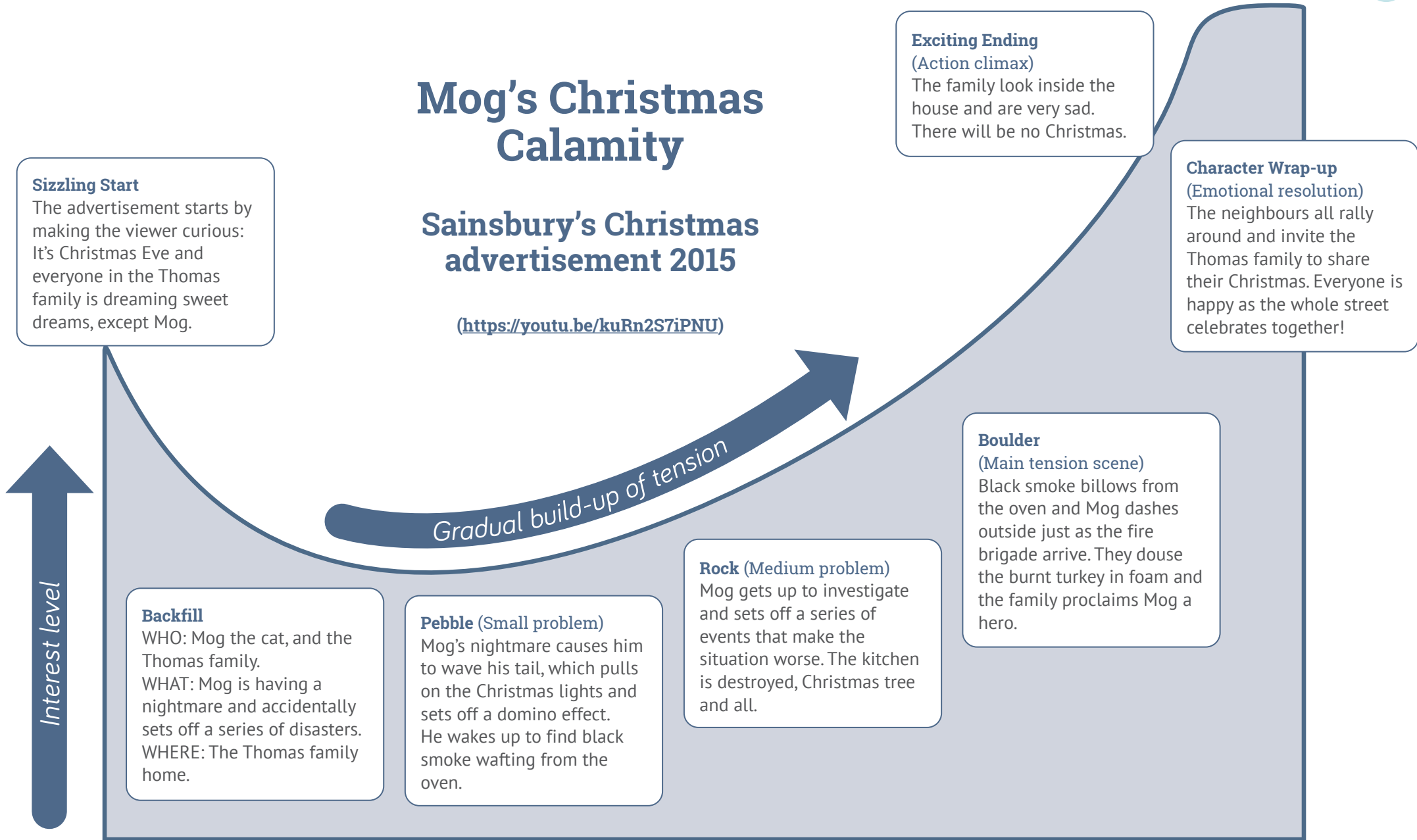


Mog's Christmas Calamity

Sainsbury's Christmas advertisement 2015

(<https://youtu.be/kuRn2S7iPNU>)



Sizzling Start
The advertisement starts by making the viewer curious: It's Christmas Eve and everyone in the Thomas family is dreaming sweet dreams, except Mog.

Backfill
WHO: Mog the cat, and the Thomas family.
WHAT: Mog is having a nightmare and accidentally sets off a series of disasters.
WHERE: The Thomas family home.

Pebble (Small problem)
Mog's nightmare causes him to wave his tail, which pulls on the Christmas lights and sets off a domino effect. He wakes up to find black smoke wafting from the oven.

Rock (Medium problem)
Mog gets up to investigate and sets off a series of events that make the situation worse. The kitchen is destroyed, Christmas tree and all.

Boulder
(Main tension scene)
Black smoke billows from the oven and Mog dashes outside just as the fire brigade arrive. They douse the burnt turkey in foam and the family proclaims Mog a hero.

Exciting Ending
(Action climax)
The family look inside the house and are very sad. There will be no Christmas.

Character Wrap-up
(Emotional resolution)
The neighbours all rally around and invite the Thomas family to share their Christmas. Everyone is happy as the whole street celebrates together!