

**PITCH - 500 characters or less to explain an idea/concept**

**My McDonald's Awards Winning Pitch  
"School Runs"**

I'm a mom of a 5-year-old boy. Like any small child, he is full of energy. Every single morning my husband makes me a cup of coffee. But in the morning rush, I don't drink more than two sips. To go to school, we need to take a bus. To get to our stop, we have to pass by a McDonald's. While walking up to the counter I see other sleepy moms and, looking into their eyes, we smile to one another knowingly.

At the end of the day this is what we need to get through the day; a smile and a cup of coffee.

**Problem Skin Perfect Solution Finalist Pitch  
"Glow v Discoloration"**

When I got pregnant, I didn't have the beautiful glow everyone talks about. Instead, I had discolouration all over my face. I couldn't use any products or treatments for that. It took me almost three years after the pregnancy to get rid of the discolouration.

**Bud Light Web Series Pilot  
"Dream Jobs"**

A young couple just graduated from an outstanding University with a business degree. They are offered jobs in an international corporation. Just before accepting the jobs they discover that the corporation is behind significant water pollution.

In the moment of spontaneity, they publish their findings.

Knowing the consequences, they disappear leaving everything behind.

After few quiet years on their organic farm, the corporation finally finds them. To save their lives, they have to sell their souls.

**Stops Rust Transformational Video Project  
"The Streets of NY"**

The ship from Europe is reaching the shores of New York.  
A man in his late 20's is landing on American soil. He is  
holding tightly onto something.  
He walks the streets of NY. After a while, he finally  
stops in front of the

### **BLACKOUT**

We see the same man but this time opening his shop and  
putting the sign up in front. A small boy is standing  
next to him.

### **THE END**

Writing samples by Magda Olchawska  
[www.magdaolchawska.com](http://www.magdaolchawska.com)  
magda@magdaolchawska.com