

## JUST KIBBITZ, “EGGPLANT” | DIGITAL AD CASTING SCRIPT ([YOUTUBE LINK](#))

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### INT. KITCHEN - JUDY THE JEWISH MAMA BEAR’S HOUSE

JUDY and her DAUGHTER stand behind the counter of her pristine Nancy Meyers kitchen. She wears an ORANGE APRON embroidered with the words ‘KISS MY BRISKET’ (written in Hebrew?). On the counter in front of JUDY is a giant bowl filled with PURPLE EGGPLANTS. Her DAUGHTER scrolls through her phone, unaware of JUDY addressing camera.

#### JUDY

Oy. Kids these days with their dating apps and the swiping.  
In my day, we’d just hang around the AEPi house after  
Hillel and wait for the Pre-med majors to walk by.

Judy holds up a CHEF’S KNIFE.

#### JUDY

But times have changed.... and it’s rough out there for our  
kids!

She picks up an EGGPLANT in her other hand.

#### JUDY

Did you know that over 60% of women are sent unsolicited  
pictures of these **[waves eggplant]** on typical dating sites?  
And some aren’t even snipped!

...*WHACK!* Judy CHOPS the eggplant in half.

#### JUDY

That’s why my daughter and I joined Just Kibbitz!

She slides the bowl of eggplants out of the way and drops her LAPTOP on the counter (first look at JK LANDING PAGE).

#### JUDY

Powered by Maternal Intelligence, not Artificial Intelligence,  
Just Kibbitz is the dating site that empowers Jewish  
mothers to play matchmaker for their children!

Judy uses a MANDOLINE to slice the eggplant...

**JUDY**

As if we haven't done enough already...

[ALT] do you really think a robot knows your baby better than you do? *Meshuggunah*.

CUT TO UX...

**JUDY (VO)**

Just set up your 'single-and-ready-to-mingle' Bubbeleh's profile, start matching with other Jewish singles, and send them out on a prepaid date.

(beat)

No more schmeckles in your inbox!

[ALT] Best of all? No dick pics — guaranteed!

A particularly attractive profile picture appears just next to her face.

**JUDY**

(off a cute profile pic)

Look at the shayna punim on him!

[ALT] I wouldn't mind seeing him at my Seder table.

DING! She pulls the tray of roasted eggplant out of the oven.

**JUDY**

Plus, it's a great way to connect with other Jewish mothers to share kugel recipes. Or the fear of never holding a grandchild!

She slides the eggplant off the cutting board into a FOOD PROCESSOR.

**JUDY**

So help someone you love find someone they'll love! Sign up now at [JustKibbitz.com](http://JustKibbitz.com) and be the yenta you were born to be!

She turns on the food processor, blending up the eggplant. From eggplant violently blending in a food processor, we blur to:

**CUT TO CTA / JUST KIBBITZ LOGO**  
**No D\*ck Pic Guarantee Badge**