

Advertisement story board



The beginning of the commercial sets the stage for the man's lifestyle: he's physically fit, drives a convertible, enjoys the finer things in life. When he arrives late to meet a colleague at a restaurant, he's dismayed to learn that his colleague has taken the liberty of ordering his meal, which includes corn on the cob. Despite his appealing lifestyle, he has an ill-fitting denture which, as soon as he bites the corn, promptly falls out of his mouth into his glass. Dentureless, he locks eyes with a pretty woman with cracked, discolored teeth but fortunately, they both discover the "tooth fairy for adults" and the benefits of a NobelSmile, get married and presumably live happily ever after.