

# ***LENKOR THE GIANT FUSSPOT***

*A children's story by Lidl*



## **Background**

All the locations in the story are real.

For example:

- Clifton Country Park on the outskirts of Manchester – where Lenkor’s circus marquee is pitched
- The Lidl branch on Bury New Road in Manchester
- The Jodrell Bank radio telescope that Lenkor uses as a coffee cup, in south Manchester
- The cooling towers in Scunthorpe, where Lenkor works and which he uses as a loo

The Lidl products and prices featured are real too.

A couple of rough sketches and other dubious visuals are included, as placeholder only.

## **The story**

*Visual:*

A huge circus marquee under a cloudy sky, with “zzzZZZ” sleep marks coming from it. The marquee’s pitched next to a river, with cityscape in the background.

*Text:*

**Meet Lenkor the giant.**

**Lenkor lives on the outskirts of Manchester, in Clifton Country Park.**

**He’s a very fussy giant.**

**Fussy about absolutely everything.**

**Even about which mornings he gets up on.**

**The sun has to be shining, and the birds have to be singing the right tunes.**

**Or else he stays in bed.**

*Visual:*

A sunny morning and Lenkor rinsing his hair in the River Irwell, with his marquee in the background.

*Text:*

**When the sun and birds cooperate, Lenkor gets up and has a wash in the River Irwell.**

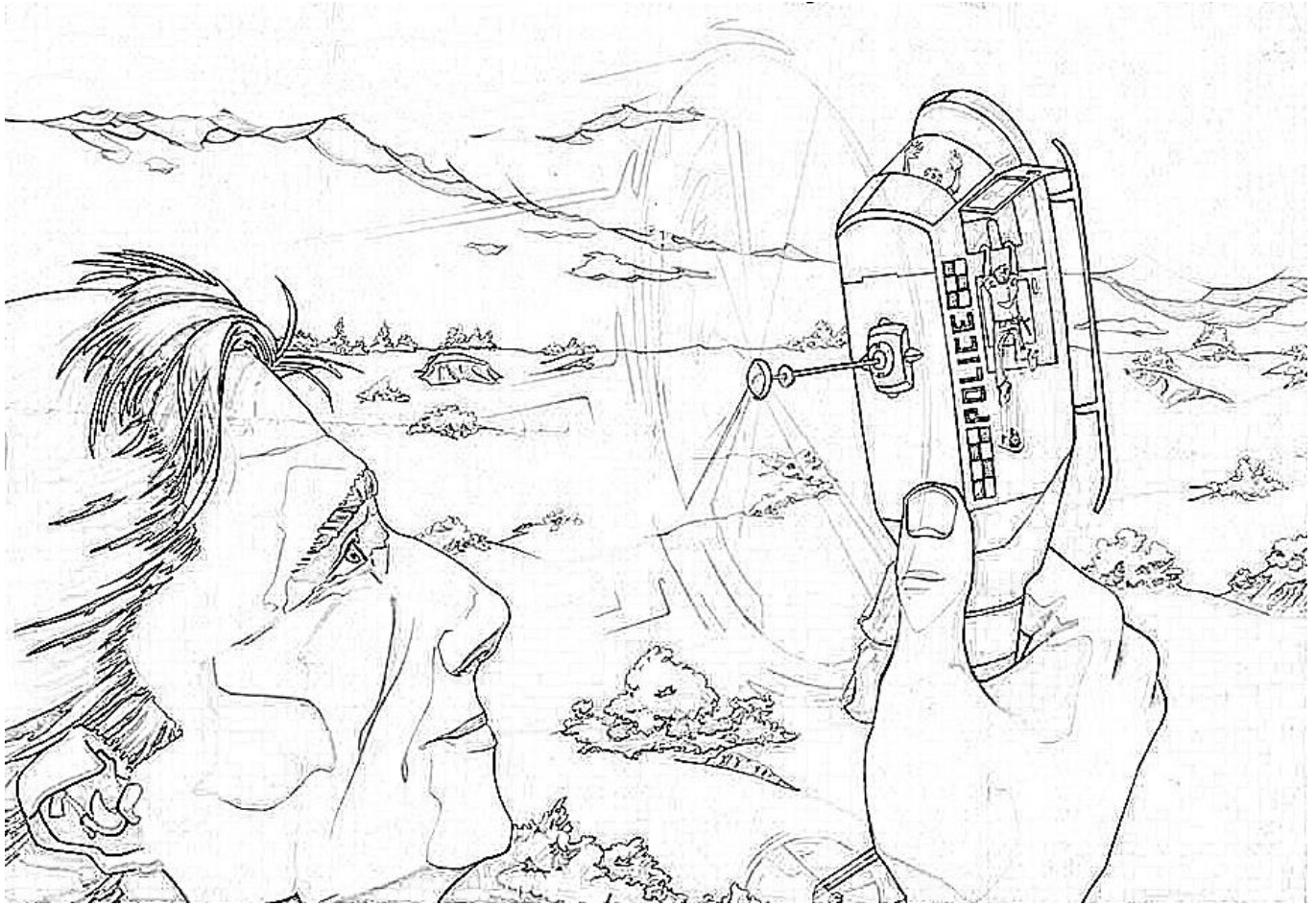
**He’s very fussy about the shampoo he uses to wash his hair.**

**It has to be professional standard, and it has to be hair-repairing.**

**And as he uses three bottles each time, it’s a good thing Cien Professional Hair Repair Shampoo is only £1.79 a bottle at his nearby Lidl supermarket.**

*Visual:*

Policemen desperately clinging on to their inverted helicopter.



*Text:*

**It's also a good thing that police helicopters often fly around Lenkor's neighbourhood. Otherwise how would he get his hair dry?**

*Visual:*

Lenkor holding a cow with one hand, gently squeezing its udders with his finger and thumb, so that its milk squirts into a radio telescope filled with black steaming coffee.

The radio telescope resembles a huge cup: Lenkor has his other hand closed around it.

Astronomers from a nearby building are sprinting away from the scene.

(Shown below: the Jodrell Bank radio telescope in south Manchester...the sheep would be replaced with cows.)



*Text:*

**Lenkor likes a cup of coffee in the morning.**

**But not just any kind.**

**It has to be fragrant, rich, and incredibly smooth.**

**Fortunately, he can get award-winning Guatemalan coffee from his local Lidl.**

**It's only £2.59 a pack. Which is also rather fortunate, because Lenkor needs four packs just to make one cup.**

*Visual:*

Lenkor lying across the tops of two “First Class” carriages of a travelling train.

*Text:*

**After his morning coffee, Lenkor gets on a train from Manchester to Scunthorpe, which is where he works.**

**He travels First Class, because he’s too fussy to travel second class.**

*Visual:*

Lenkor placing a massive steel beam on the top of a building under construction in Scunthorpe’s redevelopment zone.

*Text:*

**Lenkor works as a crane on a construction site, building a new shopping centre in Scunthorpe.**

**An everyday shopping centre?**

**Heaven forbid. It’s a very upmarket one.**

*Visual:*

Lenkor spreading a huge sheet over a building's flat roof. Executives in suits running out and escaping.



*Text:*

**Sometimes Lenkor has fish for his lunch break.**

**Not any old fish mind you. It has to be exceptionally flavoured, perfectly white, wild-caught and MSC-certified.**

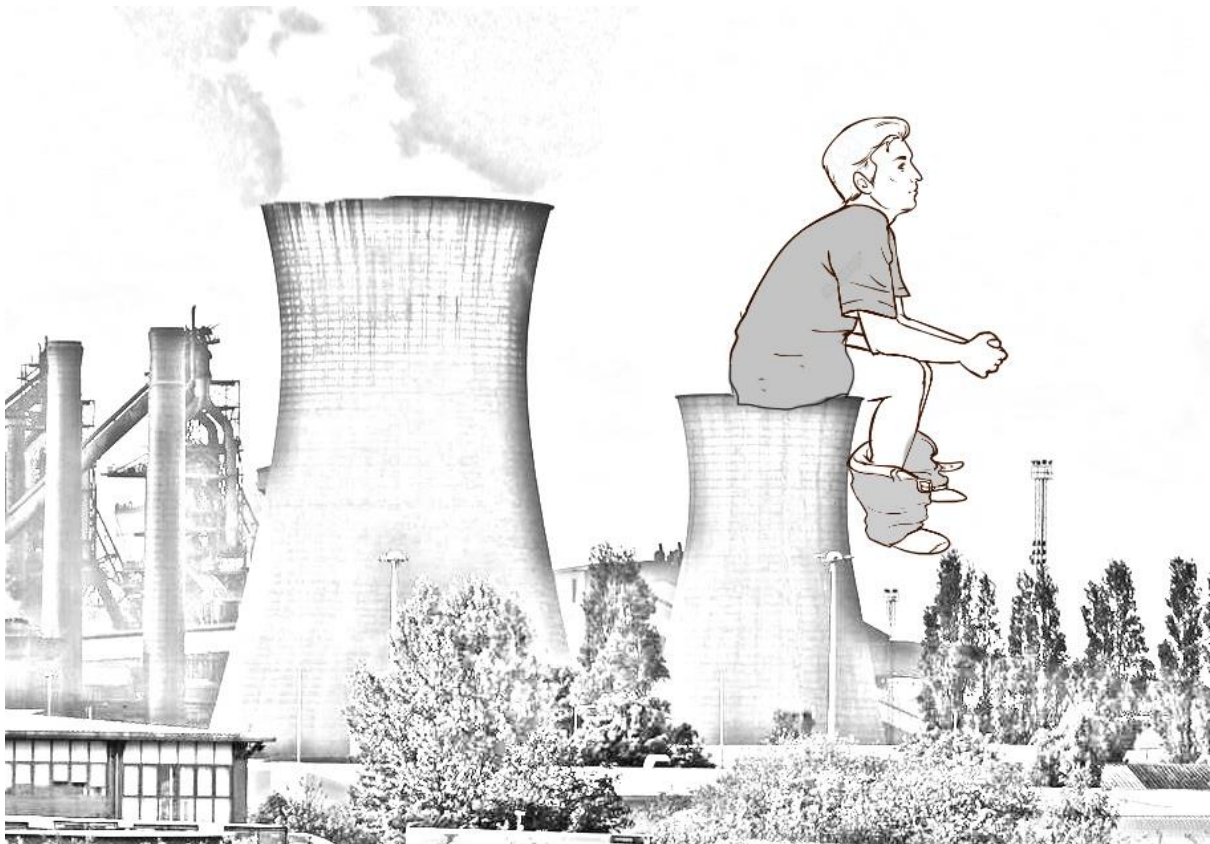
**Good job Deluxe, wild-caught, MSC-certified Cod Loins are just £4.49 a pack from Lidl.**

**Because Lenkor eats about fifty of them.**

**They won't all fit on a lunch table at the construction site, so he has to use the nearby town hall.**

*Visual:*

Lenkor using one of Scunthorpe Steelworks cooling towers to relieve himself. Steel workers looking up and scratching their heads with bemusement.



*Text:*

**Conveniently, there are some public conveniences near the town hall.**

**As you'd expect, there's never any loo paper.**

**So Lenkor brings his own.**

**Premium, quilted loo paper.**

**He wouldn't stoop to using anything less. Even though he gets through three roles a time.**

**You might think that's a bit extravagant. But nine roles of premium, Floralys Quilted Toilet Tissue are only £3.09 from Lidl. So it isn't really.**



*Visual:*

Lenkor lying on two “First Class” carriages of a train, going in the opposite direction to his morning train.

He’s watching the Six o’clock News. Not on a mobile phone, but on a mega widescreen monitor cupped in the palm of one of his hands.

*Text:*

**After he finishes work in Scunthorpe, Lenkor gets on the train back to Manchester...**

*Visual:*

Lenkor lifting cars and vans from a congested Manchester high street, and putting them down on the pavements and flat roofs – to clear his way. Drivers beep and raise fists at him.

*Text:*

**...where he has to face Manchester’s rush hour traffic.**

*Visual:*

Lenkor’s circus marquee with a giant-size handbag outside it.

*Text:*

**Today, when he finally gets back to his marquee, he hears Aunt Melkor’s voice coming from inside.**

***“Is that you Lenkor?” she asks.***

***“I thought I’d pay you a visit, and I’ve brought you some beef stew as a nice surprise!”***

*Visual:*

A look of panic on Lenkor’s face.

*Text:*

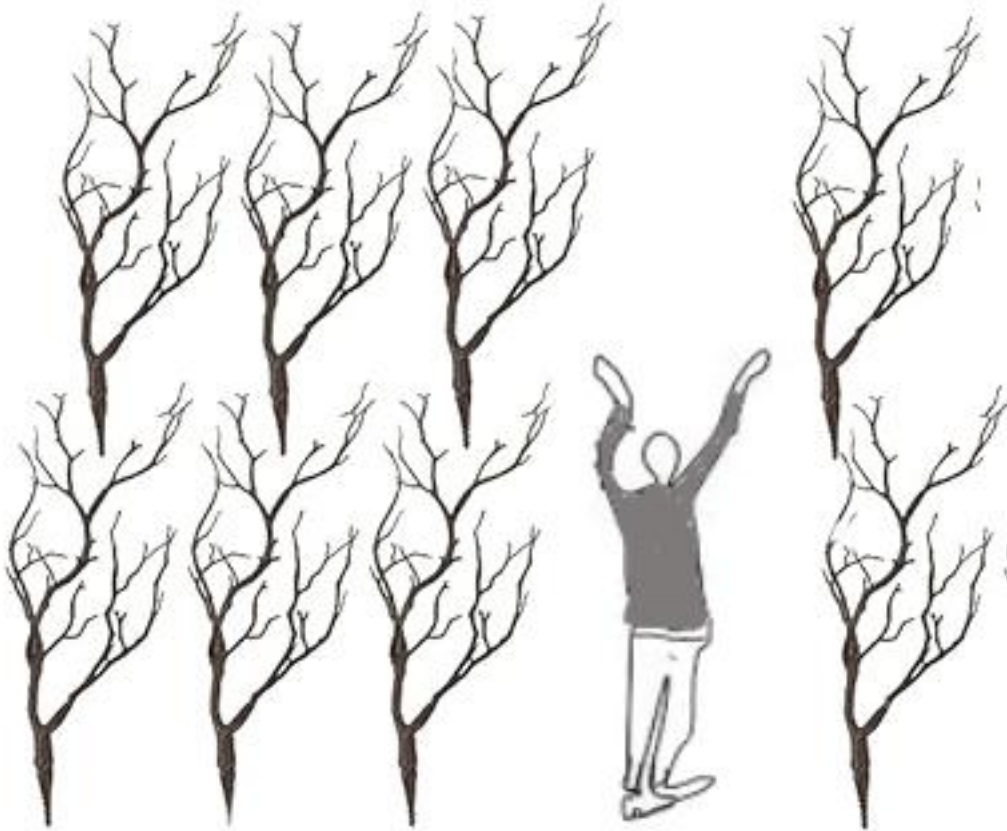
**What a nightmare.**

**Lenkor knows all about Aunt Melkor’s beef stew.**

**She makes it with beef that isn’t grass-fed, carrots that aren’t organic, and salt that’s not Mediterranean sea salt!**

*Visual:*

Lenkor unconvincingly pretending to be one of the trees near the marquee.



*Text:*

**He's about to run away, but Aunt Melkor's already coming out of the marquee.**

**Thinking quickly, Lenkor pretends to be one of the nearby trees.**

**His disguise isn't very good, but neither is Aunt Melkor's eyesight.**

**She calls out for him. And keeps calling out for him, until she starts sounding upset.**

**Lenkor feels bad.**

**Aunt Melkor's the only other giant in the whole wide world.**

**And she's always been very kind to him.**

*Visual:*

Lenkor talking to his aunt.

*Text:*

**So he stops pretending to be a tree, and strides over to her.**

***“Sorry to keep you waiting Aunt Melkor.***

***I know you don’t live near a Lidl. And I know I’m fussy.***

***But I’ve just realised something.***

***I’m SO fussy, I could even be fussy about WHEN I’m fussy.***

***So I could be unfussy, when eating your slightly-less-than-premium beef stew.***

***Isn’t that great news?”***

*Visual:*

Aunt Melkor clipping Lenkor round the ear with her giant handbag.

*Text:*

***“That is great news, Lenkor” replies Aunt Melkor cheerfully.***

**And gives him a mighty clip round the ear with her giant handbag.**

*Visual:*

Lenkor and Aunt Melkor silhouetted at sunset next to the circus marquee.

*Text:*

**Lenkor and Aunt Melkor eat the beef stew.**

**All thirty kilograms of it.**

**And because Lenkor can now be fussy about when he’s fussy, he actually rather enjoys the meal.**

**Even though it’s not made with grass-fed beef, organic carrots and Mediterranean Sea Salt.**

**And even though his ear’s still a bit sore.**

- THE END -

*Big on Quality*  
LIDL ON PRICE

