

AV Script Assignment

*O AV dominic sventor

”Embrace” - TV advertisement by Dominic Sventor

A handheld, spherical device that provides varying electrical stimulating sensations with either a light or tight squeeze to help relieve the body and help combat anxiety or stressful events.

VIDEO	AUDIO
INT. BEDROOM - NIGHT WS: HERO 1, early 20s, stares at the wall with wincing eyes.	<u>NARRATOR (V.O.)</u> Brace.
EXT. PATIO - NIGHT WS: Hero 1 stares at the darkness.	<u>NARRATOR (V.O.)</u> A fearful word--
INT. BEDROOM - NIGHT TS: Hero 1 stares at ANXIETY, a dark shadowy figure, as it stands near the wall.	<u>NARRATOR (V.O.)</u> --of when <i>it</i> comes--
EXT. PATIO - NIGHT TS: Hero 1 stares at Anxiety as it stands by the darkness.	<u>NARRATOR (V.O.)</u> --where <i>it</i> comes--
INT. BEDROOM - NIGHT MTS: Hero 1 shivers as he stares at Anxiety, who creeps closer to him.	<u>NARRATOR (V.O.)</u> --how <i>it</i> comes.
CU: Hero 1 shakes his head with a look of worry.	<u>HERO 1</u> What do I do?
ECU: Hero 1's sweaty eyelids twitch, then squeeze tight.	<u>NARRATOR (V.O.)</u> And the fear of what happens when <i>it</i> attacks.
CU: A police document lies on a desk.	<u>NARRATOR (V.O.)</u> An attack that harms heroes.

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CU: On top of a desk, a pen rests on a folder.	<u>NARRATOR (V.O.)</u> Mentors, families, and friends.
MS: Hero 1 pulls out Embrace, a handheld, spherical ball.	<u>NARRATOR (V.O.)</u> When <i>it</i> comes--Embrace.
CU: Hero 1 squeezes Embrace with a fist, and it glows a golden color.	<u>NARRATOR (V.O.)</u> Because when a hero embraces with a light or tight squeeze--
TS: Hero 1 stands up as Anxiety sweeps towards the wall.	<u>NARRATOR (V.O.)</u> --anxiety won't stand a chance.
INT. BEDROOM - DAY Zoom Out: Hero 1 squeezes Embrace in his hand with a smirk.	<u>NARRATOR (V.O.)</u> With stimulating sensations to the hands or neck by just a squeeze to Embrace, heroes can truly--
CU: A glowing Embrace lays in Hero 1's palm on the left of the screen. TEXT: "Embrace" top-right. TEXT: "embraceimpact.com (111)-111-1111" center-right. TEXT: "105 Long Vista Court, Lexington, S.C." bottom-right.	<u>NARRATOR (V.O.)</u> Embrace. Visit us at embraceimpact.com , or call us for more information. Embrace Impact. SFX: Chime