



360 POST, INC. INTERACTIVE STUDIOS
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Digital Media Division

“Track Star”

COMMERCIAL 15 :30 SECONDS

Starter: Ready!

Narration: Know what to do.

Starter: Set!

Narration: Get it together.

Starter: Act!

Narration: Do it!

You can be ready for an emergency,

We can help.

VISUALS:

Track Star preparing (getting ready) for race.

Focus on the one sprinter to identify that he/she is a CSEPP sponsored sprinter. (he's ready)
(Stretching, jumping/loosening up)

Close up on Eyes (getting focused on the race)
Close up on Feet sliding into the starting blocks

Medium shot of the sprinters from the side

Close up on the Gun
Cut to black as we here the “BANG”

Final shot: Track star bending across finish line with arms up showing victory—runner pushing against tape

Fade to Black:

Graphic: Ready, Set...Act! Logo
Contact names, addresses, and phone numbers

A couple items to consider:

- 1) Can we use a female athlete?
- 2) After the gun goes off, do we come up with a graphic with all the CSEPP contact info?

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