

A2IM - Starts Here Ad Campaign

1 minute commercial

by

Chase Varga

FADE IN:

INT. GARAGE WITH MUSIC EQUIPMENT ON FLOOR

V.O.
It starts (beat) here

INT. BASEMENT WITH MUSIC EQUIPMENT ON FLOOR

V.O.
Or here

INTERCUT - CLOSE UP ON GUITARS, BASS, AND MIC

V.O.
Every bar, every sound, every
chord

INTERCUT - DRUM HEAD CRACKING UNDER STICK

V.O.
Through broken drum heads and
strings

INTERCUT - SMALL VENUE OR BAR

V.O.
And here.

INTERCUT - PHOTO OF OLDER COUPLE IN FRAME ON TABLE

V.O.
With first fans

INTERCUT - PHOTO OF YOUNG PEOPLE

V.O.
Second Fans

INTERCUT - BAND ON STAGE IN EMPTY VENUE

V.O.
and no fans

INTERCUT - BROOM HANDLE HITTING CEILING

V.O. (CONT'D)
Noise complaints

INTERCUT - SPEAKER POPPING - FEEDBACK SOUND IS HEARD

V.O.
Blown speakers

INTERCUT - VAN BROKEN DOWN ON SIDE OF ROAD

V.O.
Bald tires

INTERCUT - SPARKS COMING FROM WALL OUTLET AND POWER DYING
OVER BAND PLAYING

V.O.
Faulty wires

INTERCUT - BAND PUSHING LARGE SPEAKER UP A HILL WHILE
CARRYING INSTRUMENTS ON BACKS

V.O.
No money

INTERCUT - BROKEN DOWN VAN WITH TOW TRUCK PULLING UP

V.O.
Enough money

INTERCUT - MAN COUNTING QUARTERS OUT ON GAS STATION COUNTER

V.O.
Not enough money

INTERCUT - LARGE CROWD CHEERING | VINYL BEING PRINTED, CDS
BEING WRAPPED, FLYERS PRINTING

V.O.
And a dream. (beat) Two dreams

INTERCUT - WINDOWS VIBRATING FROM BASS

V.O.
One to be loud

INTERCUT - GUY HANDING OUT FLYERS OR SELLING CDS AT MERCH
TABLE

V.O.
And one to make sure everyone
hears it.

INTERCUT - CLOSE UP ON RADIO, CALL SIGNAL PLAYS

V.O.
Through airways

INTERCUT - BAND WALKING TO STAGE

V.O.
From the stage

INTERCUT - TRAFFIC

V.O.
In the car

INTERCUT - CLOSE UP ON PHONE IN PERSON'S HAND, MESSAGE SAYS
"HEY, WE NEED TO TALK"

V.O.
And, when we need it most

INTERCUT - PERSON WRITING IN NOTEBOOK ON BUS

V.O.
To say something (beat) to be
something

INTERCUT - GUY RAPPING TO HIS FRIENDS, FRIENDS CHEERING

V.O.
To tell a story (beat) to be the
story

INTERCUT - NEWS REPORTS FLASHING

V.O.
Of the moment

INTERCUT - MOSHING PEOPLE, FOCUS ON GUY

V.O.
Or as the soundtrack

INTERCUT - MOSHING PEOPLE, FOCUS ON GIRL

V.O.
To the most incredible moments

INTERCUT - MOSHING PEOPLE, GUY AND GIRL BUMP INTO EACH OTHER

V.O.
In our lives

INTERCUT - HOMEMADE STUDIO

V.O.
It starts here

INTERCUT - CLASSICAL ROOM WITH GRAND PIANO

V.O.
The same as it did

INTERCUT - PERSON COMPOSING ON COMPUTER

V.O.
And the same as it will

INTERCUT - FLASH PHOTOS OF MUSICIANS AND/OR FANS

V.O.
Every artist

INTERCUT - AUCTION HOUSE, AUCTIONING OFF GUITAR SURROUNDED BY POSTERS

V.O.
From the legendary

INTERCUT - CROWDED BASEMENT SHOW

V.O.
To the underground

INTERCUT - CLOSE UP OF CDJ BEING TURNED

V.O.
The new standard

INTERCUT - ORCHESTRA WARMING UP

V.O.
Or a timeless rendition

INTERCUT - GIRL WITH GUITAR ON HER LAP WORKING ON A SONG

V.O.
From an idea

INTERCUT - BILLBOARD CHART SCROLLING ON SCREEN

V.O.
To a charting hit

INTERCUT - BLACK SCREEN

V.O.
It all starts

INTERCUT - BACK TO GARAGE WITH MUSIC EQUIPMENT ON FLOOR

V.O.
Here.

DISSOLVE TO BLACK:
A2IM LOGO FADES
ONTO SCREEN. TAG
LINE FADES IN AS
SPOKEN.

V.O. (CONT'D)
We are A2IM. (beat)
Start Indie. Support Indie. Stay
Indie.

