



CONVERGENCE
INFORM ENTERTAIN MOTIVATE

2008 Magic – “We’re Talking About You” (v 1.4) by C. Preda		Length:	00:30:00
Video	Audio		
FADE IN:			
RICH, CRISP, EYE CANDY BLACK AND WHITE FILM WITH BLUE TEXTURES	EMOTIONAL MUSIC THAT STARTS OUT ETHEREAL AND SUBLIME, BUT EXPLODES INTO PASSIONATE AND GRIPPING		
Empty bleachers	DEEP, GRITTY VOICE OVER OF WISDOM: They come from all walks of life... (The distant ECHOES and SOUNDS of roaring fans and sneakers squeaking on the court)		
KISS BLACK			
The Hoop	From suburbs and cities... (The distant SOUNDS of a beating heart and deep breaths)		
KISS BLACK			
OVER HEAD: Middle of the court – Magic logo	From different backgrounds... (The distant SOUNDS of an announcer and various basketball ambience like a buzzer)		
KISS BLACK			
FADE IN:			
SLOW-MOTION: Jameer Nelson with a wicked pass	They bring their energy (ROARING CROWD AMBIENCE)		
SLOW-MOTION: Rashard Lewis hits a killer 3-pointer	Their tenacity (ROARING CROWD AMBIENCE)		
SLOW-MOTION: Dwight Howard with a massive slam dunk	Their strength (ROARING CROWD AMBIENCE)		
CUT TO: COLOR FOOTAGE AND GRAPHIC TREATMENTS	AMPED UP MUSICAL CHANGE		
REAL TIME TO SLOW-MOTION Team Hustle and Play	And they’ve been bringing it for 20 years. All for moments of magic		
SUPER WIDE OF THE ARENA PACKED WITH FANS CHEERING DURING GAME PLAY	Found in no other arena		
TIGHTER ON GAME PLAY WITH FANS ALL AROUND	On no other court		
MAGIC PLAYER HI-FIVES	With no other team		
	We’re not talking about the players		



CONVERGENCE
INFORM ENTERTAIN MOTIVATE

2008 Magic – “We’re Talking About You” (v 1.4) by C. Preda		Length:	00:30;00
Video	Audio		
FADE IN	(DIP TO BLACK)		
EXPLOSIVE FAN REACTIONS	MUSIC BECOMES SERENE FOR A BEAT		
FANS CHEERING	We’re talking about the fans.		
FADE IN MAGIC 20 YEAR LOGO	BIG MUSICAL HIT		
	We’re talking about you.		
	BE THERE		
NOTES: #2 Choice – Talent should be multi-cultural (Asian, Black, Hispanic) – Possible shoot date: 10/9/08			