

CAMPAIGN 1

30 Second TV Spec Ad - Food.

Title : *Merts Heart and Soul : The Soul is in the food.*

FADE IN :

EXT. MERTS RESTAURANT FRONT DOOR ENTRANCE - DAY

It is very early in the morning. We see a big red logo that reads MERTS HEART AND SOUL RESTAURANT on the glass wall and glass entrance door. Through the walls and door, we can see that the interior is dimly lit. The interior lights suddenly come on.

MONTAGE :

- In the dining area, we see the MANAGER sweeping the floor.
- In the prep zone, we see the APPRENTICE chopping some green vegetables.
- In the kitchen, we see the CHEF frying some meat on a skillet.

DINING AREA

Two dishes, one with fried fish, served with some collard greens, some mac-cheese and cornbread; the other, grilled chicken, served with some salad, some yams and cornbread, are placed on a dining table.

The camera zooms out and we see the WAITER with a big smile, chit chatting with the two customers seated at the table.

At this time, we can see that the restaurant is now busy with other customers enjoying their meals, chit chatting with each other, as other waiters move about attending to their needs.

VOICE OVER

Merts heart and soul restaurant.

Serving Charlotte with our family
inspired recipe for 26 years.

Fade Out to black. We see the logo of Merts heart and soul. 214
North College Street Charlotte, NC and mertsheartandsoul.com

CAMPAIGN 2

30 Second TV Spec Ad - Car.

Title : *BMW : Luxury Speaks For Itself.*

FADE IN :

EXT. MOTOR VEHICLE - NIGHT

We see the BMW logo on the bumper. The camera pans up to a MALE is in the driver's seat, while the FEMALE is in the passenger seat. The female is impressed with the car's steering wheel; the dashboard, the computer screen and comfy seats.

FEMALE

The BMW 9 series.

MALE

(starting the car)

Wanna go for a ride?

The female nods. Just then, the back seat door opens and OLDER MALE takes a seat.

OLDER MALE

What's going on?

MALE

(putting on his chauffeur hat)

Welcome back sir. That's my boss.

FEMALE

Well maybe I should be joining him
in the back then.

VOICE-OVER

Luxury speaks for itself.

EXT. PARKING LOT - NIGHT

We see a slick and shiny black-colored BMW. We also see the BMW logo on the front bumper, on the side doors and on the tires. visit www.bmw.com or your local BMW dealership for more on the BMW 9 Series. Then we see the BMW drive away.

CAMPAIGN 3

30 Second TV Spec Ad - Lifestyle.

Title : *MEETUP : Running isn't just an exercise; it's a lifestyle.*

FADE IN:

EXT. SUBURBAN NEIGHBORHOOD - DAY

It is very early in the morning, though it is still dark outside. It is also very quiet in this middle-class neighborhood.

The front door to one of the homes opens and out walks a man, the RUNNER. He puts on his headphones and then turns on his music. We can faintly hear the song "Gonna Fly Now" coming from his headphones. The runner starts jogging along the neighborhood.

As he is jogging, the song slowly starts becoming more audible. Also, as the runner continues jogging, the front doors to other homes within the neighborhood start opening up and out walks people dressed up for an early morning jog.

They all join the runner, who by this time, has started to pick up the pace of his jogging. The song is even more audible now as more people continue to join in. It seems the more people join in, the jogging begins to evolve into a full run. Everyone is in full speed until they reach an open field park.

Though exhausted, the runner and the participants congratulate each other with smiles across their faces. The early morning sun is also shining by now.

VOICE-OVER

Running isn't an exercise, it's a lifestyle. Find your community at MEETUP.

Fade to black. We see on screen Go to www.meetup.com to find and sign up for your neighborhood running club. Check with your doctor if you're healthy enough to run.

CAMPAIGN 4

30 Second TV Spec Ad - Whisky.

Title : *Neoni Whisky : Whisky with no alcohol.*

FADE IN :

EXT. REEDY CREEK PARK - DAY

MIDDLE-AGE MAN 1, male, caucasian, 50s and MIDDLE-AGE MAN 2, male, caucasian, 50s, are sitting on a bench. Middle-age man 1 stares at Middle- age man 2 drinking from a can that reads NEONI WHISKY 0% alcohol.

MIDDLE-AGE MAN 1

Why would you drink whisky with no alcohol?

MIDDLE-AGE MAN 2

Health reasons buddy; I'm getting old.

MIDDLE-AGE MAN 1

Well, what does it taste like?

MIDDLE-AGE MAN 2

Why don't you try it yourself?

Middle-age man 2 hands the can over. Middle-age man 1 grabs then can, takes a sip and is visibly impressed.

MIDDLE-AGE 1

Wow! It not only tastes like whisky, it's a lot better. Where can I get one?

MIDDLE-AGE MAN 2

(looking towards the camera)

You can get it anywhere they sell drinks. Or visit the website at neoni.com for more information.

(back at Middle-age man 1)

Hey don't finish that.

FADE OUT :

CAMPAIGN 5

30 Second TV Spec Ad - Streaming Service.

Title : *Kweli Tv : Stories that move us, stories that matter.*

FADE IN :

INT. FILM STUDIO SOUND STAGE - NIGHT

The room is dark. The lights suddenly come on. We see a large group of people, men and women, of different races, age groups and backgrounds. These people are looking up, with tears or terror in their eyes, smiles or laughter on their faces.

CUT TO:

They are looking up at moving pictures of various films, being projected on the many huge movie screens displayed on the wall.

CUT TO:

As the camera slowly starts to zoom out from behind them, we see on screen : KWELI TV, the 1st black-owned streaming service - a new voice in entertainment.

VOICE-OVER

Kweli TV - stories that move us;
stories that matter.

Fade to black. We then see the Kweli TV logo on screen.