

"THIS LITTLE LIGHT"

Client: SWIM WITH HEART

A Commercial Treatment

By Daniel Kelley

CONCEPT SUMMARY

The goal of SWIM WITH HEART is to help children with autism or other disabilities realize their full potential by developing their confidence and discipline through swimming lessons. The purpose of this spot is to illustrate the potential benefit from giving children the opportunity to grow and assert themselves in a caring, noncompetitive environment. Rather than focusing on whatever disabilities these children might suffer from, this spot is focusing on their potential rather than their limitations.

The spot begins with close-ups of the faces of different children. A wide diversity of faces and sexes. The shots are soft, beautiful, showcasing the wonder in each of their faces. Text appears over the shots which will narrate the spot. "IN EVERY CHILD THERE EXISTS POTENTIAL ." Move to a wider frame of the children, we see that they are swimming suits. ONE DOESN'T HAVE TO LOOK TO FAR IN ORDER TO REACH IT. Move to yet a wider frame and we see the children are lined up at the edge of a large swimming pool. SOMETIMES ITS HIDING JUST BELOW THE SURFACE. As this last line appears, We move to a individual shots of each child diving into the swimming pool. Shots from underwater reveal that as each child enters the water, their potential is revealed meaning they turn into what they will become as adults. One becomes a doctor (dressed in a white coat with stethoscope) one is a business man (dressed in a suit) one becomes a airline pilot (dressed in a uniform) As we see the adults diving into the water, music begins a version of "This little light of mine" with children singing the lyrics. The spot fades into a montage of kids swimming and playing in the water. The children hold up lyrics to the song carved out of colorful foam. THIS, LITTLE, LIGHT, MINE and SHINE are all words that the children will hold up, and the spot turns into a fun energetic music video with the children laughing and singing and interacting with the foam lyrics. The song will be recorded beforehand. At the end of the spot, kids are swimming around more foam words which are set up on the bottom of the pool, this time they spell SWIM WITH HEART. At this point the spot fades out leaving more information about the organization.

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REFERENCE IMAGERY

