Eastern Michigan University: Game Above - 90 sec Spot
Platforms: Game Above Website, Alumni E-Newsletter and Facebook
Goals: Create a collective message from the professors, alumni and university admins at EMU to stir excitement and inspire alumni to participate in Game Above.

Visual	Audio
GFX: Game Above intro motion graphic	*Fade Up Music: Swelling Classical*
Slow-mo Pendulum Swinging in Classroom Lab	Male Professor 1: "I've become convinced -
Male Professor 1 Direct to Camera	that this is a true opportunity -
Drone: Campus pull out at sunset	for Eastern Michigan University -
Drone: Flying up large academic building at "raise the bar"	- to raise the bar."
Dean of Business direct to camera	Dean of Business: "The capacity to build our students-
Slow-mo: Students in Class Raising hand Interacting on computer Writing formula on window	in every discipline is vital - and that's what Game Above is doing."
Female administrator direct to camera	Female Administrator: "People who are going to college today -
Drone: Astronomer gazing through telescope on roof	want to be empowered."
Slow-mo: Hero shots of professors	Dean of Business: "And that doesn't happen without engagement with some of the most innovative brightest accomplished people -
Slow-mo: Student receiving personal attention from professor Students studying, engaging	- to nourish and coach and to support financially."
Slowmo of welding in construction setting Instructor in science class mentoring Instructor and student in lab	Male Professor 2: "What I like is they want to mentor, they want to help entrepreneurs, they want to help connect people."

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Man with hard hat on work site Student working behind computer (IT)	Male Professor 3: "That will not only help us do good for the community, but that will also improve the economy in the region."
Wide Drone shots of campus	Dean of Business: "Everybody is excited about what Game Above can do for their lives."
	Male Professor 2: "The whole campus is waking up. It becomes contagious."
Ultrawide sweeping drone shots of campus	Music swells
Hero shots of students	Female Administrator: "Game Above creates the kind one excitement that draws talent to the institution and draws new students to the institution."
Hero shots cont'd	Dean of Business: "Now we are seeing so many put their creativity to work
Dean of Business direct to camera	- to leverage these wonderful opportunities."
GFX: Game Above Motion Graphic Out	

Hole Scroll Mobile App - 30 sec Spot
Platforms: In-App, Digital Ad on Web and Instagram Stories
Goal: Show value and utility of mobile app that provides users with real-time local traffic and news updates

Scene 1: INT of contemporary office space

M: Millennial aged male professional typing on his computer
Motion: Slow push in

CU: Profile view of his fingers typing on keyboard

OTS: A notification pings on his computer screen.
      GFX Slide In: 'Calendar Reminder' for a client meeting starting in 10 minutes

CU: Profile view of desk. He swiftly grabs his wallet and sunglasses.

W: Follow from behind subject as he rounds the corner and jogs down the hall towards exit
Motion: Follow from behind on Steadi

Scene 2: EXT outside office

W, Low Angle: He runs down the stairs of the office building

M: He swings open the door of his grey truck

INT in cab of his truck

      SFX: iPhone notification ping

M: He checks his iPhone

      *GFX Overlay***:** iPhone notification "Heads up! Heavy traffic on Snow King Avenue."

Scene 3: EXT: A heavily trafficked street

W: On his bike, he zooms past stopped traffic, smiling

Drone: Birdseye view of him taking a turn and surpassing traffic
Motion: Pull out to reveal even longer line of traffic behind him

GFX Overlay: Hole Scroll logo "download the app for local news now"