

Client & Product: Bicycle Helmet Safety Institute PSA
Running Time & Format: Thirty-second Split-screen Date:
2/25/20

<p>FADE IN:</p> <p>EXT. CAGE ROAD - AFTERNOON</p> <p>LS girl biking to class. (0:03)</p> <p>CUT TO: CS of girl pedaling (0:05)</p> <p>CUT TO: CS of helmet (0:07)</p> <p>CUT TO: MS POV of trees, nature, people (0:10)</p> <p>CUT TO: LS of girl crossing the street, hear car slam on brakes (0:14)</p> <p>CUT TO: reveal her swerving away from car and continuing on (0:17)</p> <p>EXT. MOFIELD SIDEWALK - AFTERNOON</p> <p>LS of two friends. One friend rides over to the other friend on skateboard. He/she has on helmet. (0:20)</p> <p>CUT TO: MS Girl fist bump and talking. Boy takes the skateboard. (0:23)</p> <p>CUT TO: LS of him skateboarding and starting to fall (0:25)</p> <p>CUT TO: LS of boy falling (0:27)</p>	<p>FADE UP OFFENBACH'S INFERNAL GALOP</p> <p>(SFX: thudding and sound from dropped camera)</p> <p>“Hey, Kate. What’s up?”</p> <p>“Hey what’s up, man.”</p> <p>“Not a whole lot. Just hanging out.”</p> <p>“You wanna try?”</p> <p>“Yes. I would love to.”</p> <p>“Here, take this.”</p> <p>“Oh, no thanks. I’m good.”</p> <p>(SFX: sound of scooter falling over)</p>
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CUT TO: MS of girl talking

CUT TO black screen with the words
“We’re not perfect.” appear in bold, white
font.

Below it “Wear a helmet.” appears with
the next beat of the music. Then below in
smaller text is “BicycleHelmet Safety
Institute” and “Helmets.org”
(0:35)

“That’s why you need one of these.”

(SFX: cameraman slipping and falling and
the riding man hits the fence off-camera)

(SFX: screech of the trampoline springs)

(SFX: girl sliding on the ramp and the
rolling skateboard)

FADE OUT MUSIC

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