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Media Production
Field Project #2 – Television Spot
Rent-An-Alarm

WS – A student is sleeping in their bed

SFX: Phone VIBRATING

MS – The student wakes up and checks their phone

CU – On student's phone; shows the time as 10:30 a.m. and a notification saying "Class at 10 a.m."

CU – On student's face; student realizes they are late

Student/Adult: Crap! I'm late again!

WS – Student jumps out of bed and runs to get ready
WS – Freeze frame of last action

WS – (Green screen) Announcer walks into frame

Announcer: Can't get out of bed on time? Don't rely on dated technology to get you out of bed.

GFX – Logo

Announcer: Try Rent-an-Alarm today!

WS – Alarm kicks in door
WS – Alarm walks across room to the bed
MS – Alarm starts poking student in the face

Voiceover: We will send a real human to wake you up so that you'll never be late again!

Alarm: Heeeey wake up x100

Voiceover: If that doesn't work, you can customize your Alarm to do this...

MS – Alarm shouting in student's face

Alarm: OI WAKE UP x100

Voiceover: Or this...

MS – Alarm bangs pans together near student's face while keeping a straight face

Voiceover: Or even this!

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MS – Alarm gives war cry and then hits
student with pillow
(cut scene before pillow hits face)

Alarm: GAHHHHH

MS - Announcer

Announcer: Well, what are you waiting for? Don't be
late for another class. Try Rent-an-Alarm today NOW!

MS – Announcer
GFX – Phone number

Announcer: Call us NOW at 1-800-RING-RING and get
an alarm that works for you today!

CU - Announcer

Announcer: Remember, give us a ring when you need a
ring!