

ERIE COMMUNITY COLLEGE

“Counts” (Commercial Script)

Subject Info: Erie Community College has been offering high-quality, low-cost education to Western New Yorkers for over 50 years.

Goal/Objective: The client had two specific requests for this spot. First, to create an image piece that would appeal to prospective students and energize the ECC community. Secondly, the script should highlight the importance of community college and if possible, address certain ill-conceived nicknames such as “Easy Credit College.”

Writer’s Notes: The idea for this spot felt very much like matching puzzle pieces to a yet unknown picture. Bu the moment you see the pieces lined up properly, you know they’re right.

In this case I began by addressing the nickname situation. I worked at creating my own positive acronym which became ‘Every Credit Counts.’ I then played with the middle ‘C’ to find out if there might be a better message – community, child, culture. It didn’t take long to recognize that not only did I have a pretty strong nickname, but a pretty strong ‘C’ampaign. (Couldn’t help myself)

COMPLETED SPOT AVAILABLE TO VIEW IN CLIPS SECTION.

ERIE COMMUNITY COLLEGE

“Counts” :30

Writer: Takacs

VIDEO	AUDIO
<p><i>(GFX “Every” and “Counts” remain on screen until the very end)</i></p> <p><i>GFX: Every Community Counts</i> A city grid of giant buildings, jammed cars, and scurrying people. DISSOLVE TO - Dust kicked up from a pickup driving down an open country road.</p>	<p>Majestic, flowing music. (Soundtrack from “A Beautiful Mind”)</p>
<p><i>GFX: Every Child Counts</i> A classroom filled with eager STUDENTS and young raised hands. DISSOLVE TO - A FOUR-YEAR OLD smiling underneath a graduation cap.</p>	
<p><i>GFX: Every Culture Counts</i> Collage of expressive white, black, Asian and Indian FACES.</p>	
<p><i>GFX: Every Challenge Counts</i> Football RUNNING BACK fighting his way across the goal line. DISSOLVE TO - A business CANDIDATE with briefcase in toe looks up at an imposing skyscraper.</p>	
<p><i>GFX: Every Credit Counts</i> GRADUATES tossing their caps through the air.</p>	

<p><i>GFX: Erie Community College</i> Exterior of college.</p>	
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