

UNITED WAY

“Sprinkler” (Commercial Script)

Subject Info: The United Way is one of the world’s leading charitable organizations.

Goal/Objective: The United Way’s Western New York office wanted to introduce a new donation option called the Community Care Fund. The fund was designed to use the United Way’s expertise in identifying families and organizations most in need and get them the necessary resources. Those resources would come from a centralized fund supported by donations, the Community Care Fund.

Writer’s Notes: The thing I like most about this script is the simplicity of the visual metaphor. With a lot of commercials emphasizing action, intensity and attitude, this picturesque landscape with a poignant narration would certainly stand out. My favorite part is the end – the petal with the United Way logo. A stylish yet classy ending.

UNITED WAY

“Sprinkler” :30

Writer: Takacs

VIDEO	AUDIO
<p><i>(One continuous shot)</i> A picturesque backyard garden - brilliant impatiens, gorgeous petunias, and stunning tulips.</p> <p>The camera begins a slow PUSH.</p>	<p>Ambient garden sounds.</p> <p><u>Announcer:</u> (Warm Female) As Western New Yorkers, we take a great deal of pride in our community...</p>
<p>Sprinkler water passes over flowers.</p>	<p>...and the care we show one another.</p>
<p>Camera starts moving in the direction of a large stone resting amongst the flowers.</p>	<p>But despite our best efforts there are still many in need. People we want to help...</p>
<p>The camera moves around to reveal a drooping flower hidden behind the stone.</p> <p>The sprinkler passes by, but the water is blocked by the stone.</p>	<p>...people we may not even realize need help.</p>
<p>By now the camera is MED on the neglected flower. A hand reaches in and carefully gives it some water.</p>	<p>The United Way seeks out Western New Yorkers most in need.</p>
<p>TIGHT - The hand primps the flower and fully covers it from view.</p>	<p>By giving to the Community Care Fund, you ensure that your generous donation will go to those who need <i>your care</i> the most.</p>
<p>Hand pulls away to reveal a revived flower with a special pattern on one of its' petals – a United Way logo.</p>	