

Madison Lillie  
Apple – iPhone 11 Max Pro  
"Relive Your Memories"

:30 seconds

People Interest, Sensation, Performance

Production Note: All clips should be of young people in their early 20s on a trip together in New York City. They should be relaxed and natural looking together as if they are true friends outside of the ad. ANNCR should be a young male in his 30s with a deep but peaceful voice.

Time	Video	Audio
:00	WIDE SHOT ZOOMED TO MS OF A YOUNG MAN IN HIS 20S POSING WHILE WALKING THROUGH FOG WITH CITY LIGHTS ALL AROUND IN THE BACKGROUND	<u>MUSIC: FIRST :30 SECONDS OF MIDNIGHT CITY BY M83 PLAYING IN BACKGROUND</u>
:05	MS OF TWO YOUNG WOMEN SKIPPING ACROSS A CROSS WALK IN THE CITY	<u>SFX: WOMEN LAUGHING</u>
:10	CU SHOT OF A YOUNG WOMAN POSING WITH AN ICE CREAM CONE AND THE LIGHTS SHINING FROM THE BACKGROUND	
:15	MS OF A GROUP OF YOUNG MEN AND WOMEN LAUGHING WALKING TOWARDS A PARK FOUNTAIN  THE WORDS "night mode" APPEAR IN THE MIDDLE OF THE SCREEN	

:20	<p>CU OF ONE OF THE MEN TAKING A PHOTO OF THE OTHER IN THE FOUNTAIN JUMPING</p> <p>SHOWING THE BEFORE AND AFTER OF THE "NIGHT MODE" CAMERA FEATURE</p>	<p><u>SFX: WATER SPLASHING</u></p>
:25	<p>SHOW VARIOUS SHOTS OF THE PHOTOS USING NIGHT MODE OF THE GROUP OF YOUNG ADULTS POSING AROUND THE CITY</p>	
:30	<p>ZOOM OUT FROM CU TO ANOTHER WIDE SHOT OF THE GROUP DANCING IN THE CITY STREETS</p> <p>THE WORDS iPhone 11 Pro FADE INTO THE MIDDLE OF THE SCREEN AS THE BACKGROUND FADES TO BLACK</p>	<p>ANNCR: Relive every moment with the new  iPhone 11 camera.</p>