

Bruce Logan Media

Scripts



SEI Corporate and Advertising Scripts

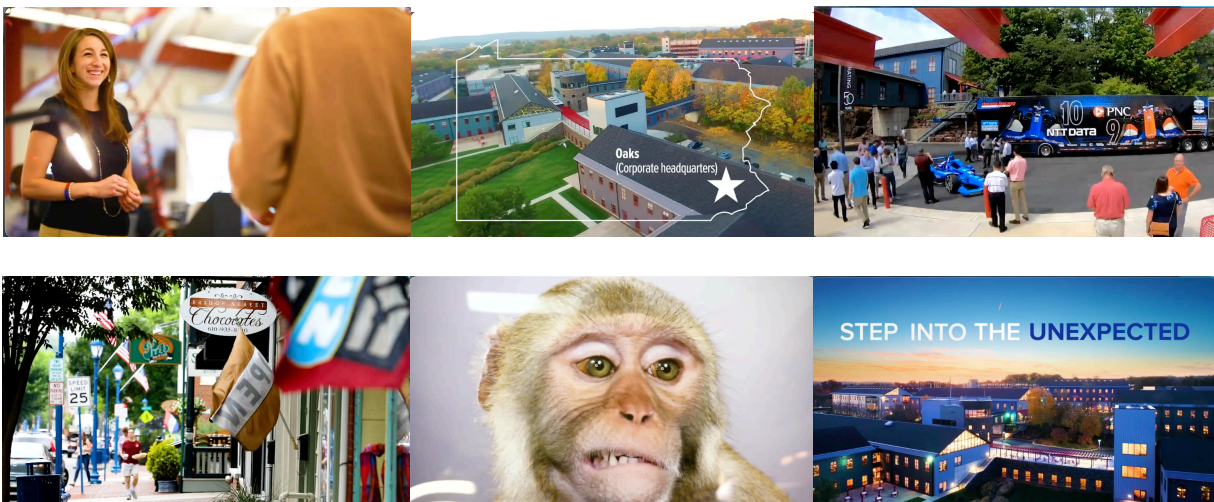
The SEI Recruitment Team wanted a recruitment video to attract graduating students. Something fresh, unexpected, different from the typical story. Instead of selling a location, the focus is on the energy of SEI itself, its distinctive modern campus, unique culture, and the lifestyle young professionals have access to.

Step into the Unexpected

VO

If you're looking for innovative companies, don't limit yourself to a tech hub like Silicon Valley. Sometimes you can find the most interesting opportunities in unexpected places. We're doing business where technology meets finance, a global company with the culture of a start-up. And we're headquartered in Pennsylvania. Every day on our campuses, we take risks. We want you to challenge yourself to break convention. To find new ways of doing things, to solve problems that help our clients get ahead and stay ahead. We take inspiration from our unique surroundings and each other. We believe in following our passions outside of work, too. From Oaks, you can easily take in the art, culture, and nightlife of the city, or escape to the great outdoors. SEI might not be what you expect, but to find the most challenging career opportunities, you may need to challenge your expectations. Step into the unexpected.



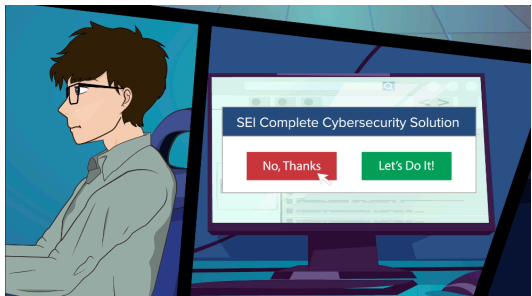
Select frames



After 50 years of securing its own global operations, SEI launched **SEI Sphere**, a cyber and network security unit built for external clients. The challenge was introducing Sphere into a crowded market.

Working with SEI’s marketing and sales teams to create a memorable and unexpected video, we leaned into humor and anime-inspired storytelling to cut through the noise, resulting in two video scripts.

Cyber Attack – anime

| AUDIO | VIDEO |
|---|---|
| <p>Music</p> | <p>Opening sequence to Ext. office building</p>  <p>TITLE OVER CYBER ATTACK</p>  |
| <p>TECH Looks like another quiet day in paradise.</p> | <p>CUT TO Int. Tech at computer</p> |
| <p>TECH Hmm, What’s this? Extra security? We have all the security we need!</p> <p>TECH Nah, no thanks.</p> | <p>Tech reads pop-up notice from SEI offering cyber security. The tech decides not to use it.</p>  |

TECH

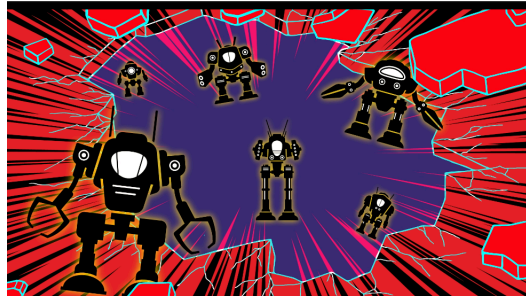
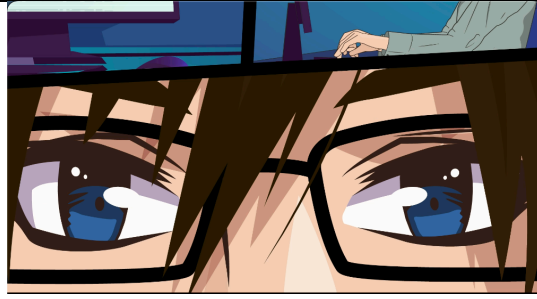
Huh, wait, what is this?!

Ah, it's an attack!

Oh, I've never seen anything like this!

They're breaking through all of my defenses!

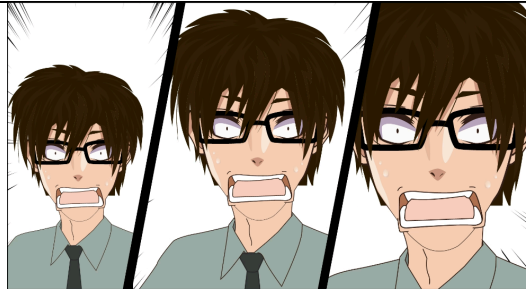
Nooooo!



TECH

What is happening?

Whoa.... Help help help help HELP!



SEI BOT

You've got quite a situation here!



TECH

Who are you?

MINI SEI BOT

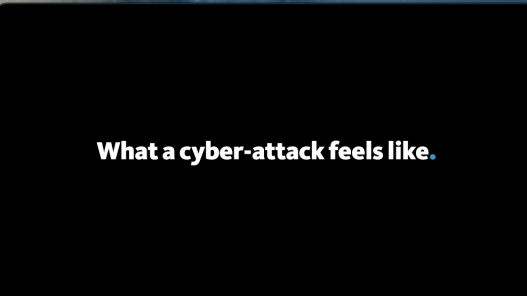


SEI's ITS security system.

We are using our array of defenses to create a shield of protection around your data and neutralize this cyber-attack.



| | |
|---|--|
| | |
| <p>VO Our data is safe. The threat is gone!</p> <p>BACKGROUND SFX Cheering</p> | |
| <p>VO How did you do it?</p> | |
| <p>TECH Well, I had a little help.</p> | |
| <p>CUT TO Graphic and text</p> <p>SEI IT Services Keeping your clients' trust at the center of what we do, building technology to safeguard your systems and give you peace of mind.</p> | |

Dodgeball – live action

| AUDIO | VIDEO |
|--|---|
| <p>SFX Busy office sounds.</p> | <p>TEXT on black What a cyber-attack feels like.</p>  |
| <p>VO Avoiding cyber security threats...</p> | <p>CUT TO Tech Guy at computer, very old school looking.</p>  |
| <p>TECH GUY Huh?.....</p> |  |
| <p>VO It's just like dodgeball. It's great, ...</p> | <p>CUT TO Tech Guy "lands" in a gymnasium.</p>  |

VO
... until you get pelted.
SEI sphere helps protect you...

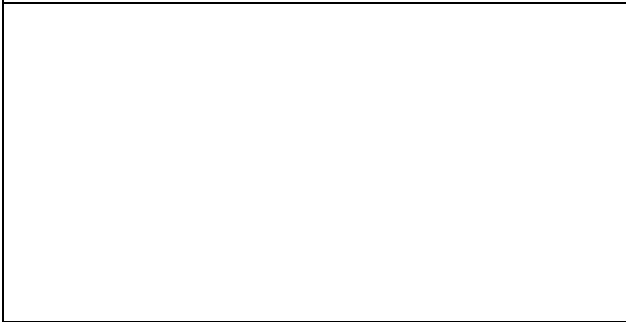


VO
... with monitoring, detection, and remediation, 24/7.



VO
Experience an end-to-end cybersecurity solution with SEI sphere.

TEXT OVER
Experience an end-to-end cybersecurity solution with SEI sphere.



Commercial Scripts



Cartoon Network

Playing with my favorite Toons!

It's Friday afternoon, just after receiving a call from Turner Broadcasting.

I have 2 days to write a proposal for a series of commercials for Cartoon Network and Nintendo.

The spots will run every month for a year, a tie-in with Dexter's Laboratory and Nintendo, featuring a new Nintendo game each month. The spots need to be exciting and fresh for a year. The competition: 3 ad agencies in Atlanta!

Brainstorm time.

Let's use lots of cartoons and live kids! Let's have them playing Nintendo games and add in lots of action and f/x. In 24 hours, I have 3 rough ideas.

Time to bring in the secret weapon: my son! Silence, as he reads with a critical eye.

Looking up, he criticizes, "Dexter would never say that, and Johnny Bravo would do this..."

The rewrite is emailed on Monday morning. That afternoon I was awarded the project!

Producing the spots required 3 teams of animators, a blue-screen shoot with 3 energized kids, voice-over sessions with all the talent ad-libbing in their cartoon voices, creating original music, and 10 days of special effects and editing.

Getting into kids' minds and bringing the excitement of new games to the screen were essential to making these spots successful.

Game of the Month Segment

Dissolve up on the Cartoon Network checkerboard logo.

The spaces with the letters are replaced in random order with scenes from existing Nintendo games.

Title Over: Nintendo Game of the Month.

Title out as the camera pulls back, revealing Dexter, his cartoon network buddies, and two or three kids in his laboratory. The kids have controllers in their hands and are playing the games.

The cartoon characters are hanging out watching.

Kid 1

Gotcha!

Kid 2

Oh yeah, take this!

Kid 3

Hey Dexter, where's the new game?

Cartoon

Yeah, Dexter, where is it?

Cartoon (Scooby)

Rah Rexter, rere ris it?

Dexter

(abruptly)

I do not know.

Cartoon (Shaggy)

Hey, Dex, got any more snacks?

Cartoon

Where is it Dexter?

On Johnny Bravo as he enters the laboratory with the new game.

On the cartoon characters and the kids.

No one notices Johnny; they're all watching the kids playing

Johnny Bravo

(to the game)

Oh yeah, baby, you're looking sweet today!

The kids and cartoons ignore Johnny.

Kid 1

Score!

Johnny enters the frame with the toons and kids.

Johnny Bravo

Man, it sure is pretty!

Kid 2

Take that!

Kid 3

Oh yeah, take this!

On Johnny.

Johnny Bravo

Yer the coolest baby! Let me take a good look at you!

Cartoon

Hey Johnny, stop talking about yourself.

Kid 1

Yeah, we're playing here!

Johnny Bravo

Ahm not talk'n 'bout myself guys, I'm talk'n about this
here new game I'm holding.

Instantly, all the toons and kids turn to look at Johnny, who is holding the new game.

Pause a second,

Then the kids and cartoons stampede over to Johnny, flattening him!

Johnny Bravo

Hey, watch my hair!

Kid 1 grabs the new Nintendo game from the squashed Bravo, and they all rush back to their places.
They do this so fast that the controllers haven't even had time to fall down!

Once back in their places, we hear:

Kid 1

Lets see the game, Dexter!

Cartoon

Yeah, come on, Dex!

Cartoon

Play it Dex!

Dexter

Activating new game now.

Shaggy

Hey Dex, how 'bout those snacks, buddy?

The computer mainframe buzzes and hums as electricity flashes and zaps through the cartoon computer.

We move into the screen, and the Nintendo logo becomes full frame.

(INSERT GAME SEGMENT)

As the game sequence ends, we pull back out into Dexter's laboratory, revealing all the cartoons.

Cartoon

Wow, what fun!

Kid 3

Let's keep playing!

Shaggy

I need a snack.

Scooby

Ree roo!

Cartoon

What's next, Dexter?

Dexter

Come back next time, and I'll show you another
new game!

The camera pulls back further past Johnny Bravo, sitting on the floor rubbing his head as stars circle around him, to the door with Dexter's Laboratory text and the Nintendo logo.

Commercial Proof Stories



Fairchild Aerospace

Producing at the Speed of Flight!

“Fairchild Aerospace has a new passenger jet coming out soon, and they need a video. We’ve got 2 locations; the first is San Antonio, Texas, and the second is Munich, Germany. You’ve got 2 weeks to do the location shoots (ok), and 1 week for post-production (that’s quick! ...and the silence means the curve ball is coming) ...starting in 2 weeks.” I start conceptualizing, writing, and organizing my teams immediately.

Two weeks later, we’re shooting aircraft and interviews in sunny, warm Texas, then catching a flight to Munich and shooting for 10 cold, snowy days in Germany and Austria. Extra crew, lighting, and equipment were hired for all locations.

1 week after returning all post-production, including layered effects, text animation, original music score, and final edit were completed.

We created a 3-minute video documenting the design, production, and first flight of the 328JET for the unveiling event and German Television, working faster, I think, than the 328JET flies!



MasterCard SmartCard

Smartcard calls for Smart ideas!

MasterCard was ready to highlight its smart card technology at an upcoming trade show. They wanted a video that had a global feel, showing usage in a variety of situations, without the cost of sending a crew around the world.

The brainstorming sessions produced scenarios in Latin America, Europe, and the USA. Now to produce the piece.

Ok, we're in New York, so... let's do Latin American in Miami, Europe we can do in Old City Quebec, and the USA scenes can be shot around Philadelphia.

Scouting the right talent and organizing the location shoots commenced as the script was finalized. The talent was booked, and extra crew was hired. In addition to our Director of Photography, cameraman, and soundman, additional lighting crews, hair & make-up, and costume personnel were needed at each location.

3 to 4 days at each site allowed us to bring home some extraordinary footage, from places like the Presidential Suite at the Hotel Frontenac and super chic restaurants in South Beach. And we were able to shoot extra scenes on the spot.

The project was a success, coming in on time and on budget, and we even created a test spot from the footage! Oui!

Corporate Scripts

DuPont Public Relations Video Script

Opening VO:

One World...One DuPont

VO for Trends & Platforms sequence:

At DuPont, Excellence is putting science to work around the globe...

Developing renewably sourced materials and energy ...

Delivering Greater safety and security,

Increasing food production worldwide.

One DuPont, we are a sustainable growth company, to leave our “one world” a better place for future generations.

Defining exploration with excellence ... going to where the growth is.

And forever broadening our commitment to quality products, services, processes, research, and environment.

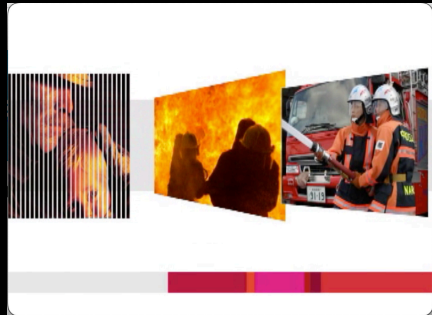
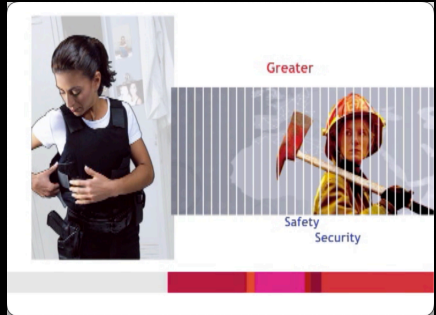
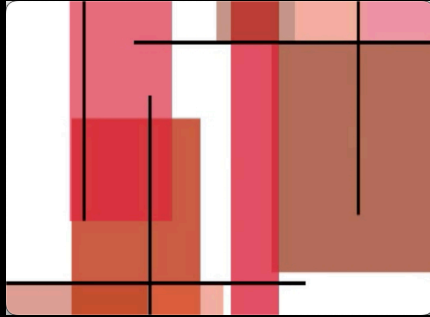
One World...One DuPont...a diverse family “excelling” on a global scale.

The vision of One World...the power of One DuPont...

Moving together toward an even better future.

DuPont, the miracles of science.

Select Frames





DuPont - You Don't Have To Look Far To Find DuPont

VO

You don't have to look far to find Dupont.

Many of the things you touch are made possible through DuPont science.

We are in here, there, and there, just about everywhere.

But Dupont science does more than make your cars lighter, your paper whiter, your paint brighter, we're using science and innovation to do things differently - addressing the demands of a changing world, tackling trends driven by a growing global population.

We are putting our science to work to increase food productivity, reduce dependency on fossil fuels, protect people and the things they care about, and meet the needs of customers in emerging markets. We are committed to creating sustainable solutions essential to a better, safer, healthier life for people everywhere.

For you, your world, and the things you care about.

DuPont, the miracles of science.

Select frames





Crayola – live video intro

What a great week! What a fantastic place!

We've had wonderful times, enjoyed each other's company, and worked hard to make sure 2008 will be another record-breaking year.

And now I'd like to leave you with a view that reflects what we really do here at Crayola.

This is a video I'd like you to share with your buyers.

What is the Crayola brand?

It's timeless. It's imagination. It's creativity. It's fun. It's memories.

We create memories.

And sometimes we forget this in our day-to-day selling activities.

We give an emotional connection to our customers, and we need to make sure our buyers understand this.

Yesterday's kids are today's Moms and Dads.

These are the same people who buy our products for their stores and buy our products for their kids.

It's the experiences and fun they had with the brand as kids that they are passing on to their kids.

It's everything that comes to mind when you think about Crayola,

The colors. The feel. The smell. The memories.

We create a legacy through generations of families.

Take a look.



Cordis - JUMP ROPE

This is one video in a series of humorous shorts that played at a national sales meeting. The shorts poked fun at Boston Scientific, a competitor. The look was based on the Mac vs PC commercials.

Cordis makes the Cypher heart stent.

| VIDEO | AUDIO |
|--|--|
| TITLE: Jump Rope White text on black | Music: piano tune similar to Mac vs. PC ads |
| Transition to: The CORDIS and BS guys are side by side holding jump ropes, dressed in workout clothes. The Cordis Guy looks in shape, and is dressed in cool modern exercise clothes. BS Guy is overweight and looks out of shape. He is dressed in an out of date, old school exercise outfit. | CORDIS GUY Hi, I'm Todd, from Cordis. |
| | BS GUY And I'm DB, the BS Guy... (all smiles) The #1 BS Guy. |
| | CORDIS GUY You exercise? |

| | |
|--|--|
| | <p>BS GUY Yes siree, I'm fit as a fiddle! Have to be in this marketplace.</p> |
| | <p>CORDIS GUY That's for sure! I'm in great shape, And, on top of my game!</p> |
| | <p>BS GUY Well I'm on top my game...</p> |
| | <p>CORDIS GUY (looking DB up & down) What game is that DB?</p> |
| | <p>BS GUY (ignoring the remark) That's right "stretch", anything a customer needs.... (hand gesture) whoosh! I'm there with the answers and products!</p> |
| | <p>Cordis Guy Wooosh?</p> |
| | <p>BS Guy (repeating hand gesture) Whoosh!</p> |
| | <p>CORDIS GUY Ok...well I'm going to get started... at Cordis we work hard for our customers, so I have to be sure I'm strong enough to be up to the challenges....</p> |
| | <p>BS GUY I'm already there...Just stand back and watch this pro at work!</p> |
| <p>Cordis Guy shows his agility and capability with the rope</p> <p>Short comedic montage</p> <p>Cordis guy jumps rope in expert fashion, while the NS guy fumbles, and sweats like mad!</p> | |

| | |
|---|---|
| <p>The Cordis guy sees BS guy fumbling and stops for a moment</p> | <p>CORDIS GUY Doesn't look like you're in any shape to keep up with the important demands of the market place.</p> |
| <p>BS GUY is really sweating!</p> | <p>BS GUY (totally sweating) I'm just warming up!</p> |
| | <p>CORDIS GUY You look tired...</p> |
| | <p>BS GUY Tired?!...I'm just breaking into my stride! Watch out docs, here I come!</p> |
| <p>CUT TO Cordis logo</p> | <p>BS GUY (v.o.) Hey, if anything happens to me can you Make sure I get a Cypher stent...</p> |

2020 SAC Open Video Concept

Open with a fast-paced, high-energy look at the world of the “financial advisor”. A day-in-the-life approach where the visual pace relentlessly increases, giving the viewer the impression of “too much to do, too little time!”

The montage builds to a frenzy, too much to take in; this is the crazy pace of advisors.

Then, with a final transition, we build to the theme featuring the solution for our advisor clients.

Text, sound effects, sound bites, and music accompany the visuals.



B r u c e L o g a n

MEDIA

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