

Spec video script for ketchup

SHOT	SET	VIDEO	AUDIO
1	KITCHEN	CLOSEUP, HIGH ANGLE: In an environment where you would use it, hands apply ketchup to an appropriate item of food such as a hamburger, french fries, chicken nuggets, etc.	VO: Transform a basic burger into a delicious delight with ketchup.
2	ISOLATED ENVIRONMENT	EXTREME CLOSE-UP: In a hero shot that's not obviously in any particular place, the camera makes your ketchup bottle look especially beautiful and appetizing. Use your artistic and technical skills to create a camera move, set dressing, or action to make a bottle of ketchup sitting on a table look dynamic and interesting.	VO: This tomato condiment transforms any food...
3	ISOLATED ENVIRONMENT	CLOSE UP, OVERHEAD: In an environment with limited distractions, a small dish of tomato ketchup rests on a tabletop. A hand and spoon reach in to take a dollop of sauce out of the dish.	VO: ...into a tangy taste sensation. Let's dig in and hear more about it!
4	COLORFUL WALL	MEDIUM CLOSE-UP: In a head-to-mid-chest shot, talk directly to the camera about ketchup while holding a bottle of it. Use your own words, but make sure to hit all of the talking points in the column to the right. Please keep this section no longer than 30 seconds.	<p>APPLICANT: "(In your own words, discuss the features of ketchup)"</p> <p>TALKING POINTS:</p> <ul style="list-style-type: none"> ● It's a liquid condiment made from tomatoes. ● It's very popular, and you can find it just about anywhere. ● Fancy ketchup has at least 1/3 tomato solids. ● There's more than one way to spell "ketchup", but only one way is correct. (Explain why you spell it the way that you do.) ● (Describe your personal preference about ketchup, and if you like it, your favorite use for it.) ● Of course, ketchup is a great condiment, but it's not so great at other things...
5	?	(Create your own Out of the Box vignette scene no longer than 10 seconds that shows an unconventional, unintended use for ketchup.)	?
6	OUTSIDE	CLOSEUP: In an outside environment, a person applies ketchup to an appropriate food item.	VO: Buy ketchup at just about any grocery store.
7	BEHIND-THE-SCENES	EXTREME WIDE SHOT, HANDHELD: Show the lighting arrangement that you used for SHOT #2.	APPLICANT: "(In your own words, describe how you lit the scene and why.)"