



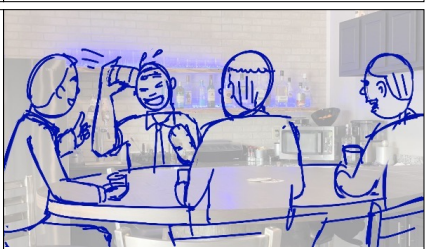

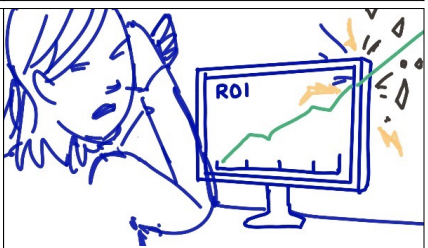
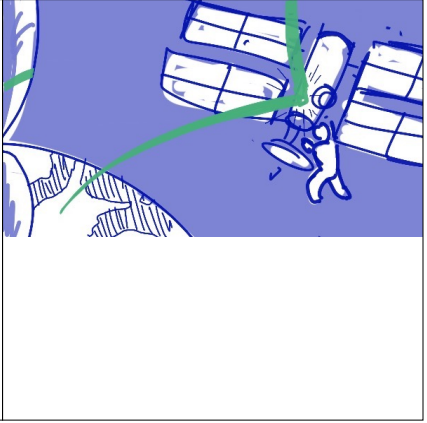







230427 - TKG Brand Video

PREPARED BY: TKG
 PRODUCTION COMPANY: TKG
 PREPARED FOR: TKG
 DATE: 05/2023
 TOTAL RUN TIME: 1:17
 VERSION: 1
 NOTES:

	VIDEO	AUDIO	IMAGE
1. 00:06	Camera move forward through the front door and into the lobby of TKG. The area is bustling with employees heading to meetings and talking to each other. Use speed ramping to increase visual chaos. Camera moves until the pool table is in sight.	<u>NARRATOR</u> (Narrator has an embellished and sarcastic tone here, almmost mocking other agency brand videos) Welcome to TKG,	
2. 00:02	Cut to a wide shot of the pool table area. Three "up-town professional" style males in shirts and ties with sleeves rolled up, cigars in mouths playing pool with a very serious attitude.	where we work hard , so you don't have to.	
3. 00:03	Cut to a close up of one of the pool players taking a shot toward the camera. He makes his shot, but his face tells you that he had already assumed his own success.	(Continue sarcastic, mocking tone) Find us around a pool table...	

<p>4. 00:03</p>	<p>Cut to a medium-wide shot of four "uptown professional" style employees sitting at a round table in the office bar area. They're wearing suits or a shirt and tie. The employee in focus is over-acting, sarcastically telling an egotistical story to his friends while they laugh along. The actors should jokingly emulate high-level stereotypical and self-important marketing professionals you might see in a Hollywood film.</p>	<p><u>NARRATOR</u> ...or a pub table because we play hard, too.</p>	
<p>5. 00:03</p>	<p>Cut to a medium closeup of the employee in focus. He smashes a half-empty beer can against his forehead. It erupts in a spray of light beer as his friends look on and laugh hysterically.</p>		
<p>6. 00:02</p>	<p>Cut to a closeup of the can smasher in a fit of Alpha rage, his face full of pride and excitement.</p>	<p>While we love to have a good time,</p>	
<p>7. 00:07</p>	<p>Cut to an over-the-shoulder medium shot of a computer monitor. An employee looks on while a line graph shows her client's ROI growing so quickly that it breaks through the edge of the monitor and shoots through the roof. The employee reacts in a kind of precautionary measure. She's not surprised, this sort of ROI behavior happens all the time around here.</p>	<p><u>NARRATOR</u> (Continue sarcastic, mocking tone) we're committed to sending your ROI through the roof with marketing, web and IT...</p>	

<p>8. 00:03</p>	<p>Cut to a CGI scene in orbit around the Earth. The ROI line is soaring toward the camera and bounces off a satellite.</p>	<p><u>NARRATOR</u> (Speed up through this until the words get garbled together) ... digital advertising, content and copywriting,</p>	
<p>9. 00:10</p>	<p>In the space in front of the satellite, words animate on screen listing the offered services.</p>	<p>...search engine optimization, web design and development, video production, email marketing, social media, analytics and reporting, UX conversion optimization, print and traditional marketing, motion graphics and animation, platform solutions, programming and managed IT services.</p>	
<p>10. 00:10</p>	<p>The animations/screen freezes, and there's a VHS-style tracking "pause" effect while the narrator speaks.</p>	<p><u>NARRATOR</u> (record scratch sound effect, VHS tracking sound effect) (Narrator pauses and takes a winded breath) Okay, let's have a real talk. That sounds like what every other agency out there is trying to sell you, right? Stick with me...</p>	
<p>11. 00:08</p>	<p>Hard cut to Narrator walking out of a conference room where a busy client meeting is taking place.</p>	<p><u>NARRATOR</u> What sets us apart is our focus on partnerships, not projects. We don't just want to do business with you, we want a seat at your strategic table to understand what success looks like for you.</p>	

<p>12. 00:07</p>	<p>Cut to Narrator sitting in front of TKG employees working behind her while she talks to the camera.</p>	<p><u>NARRATOR</u> Our fierce focus on integrity means you can expect our deep bench of experts to approach business decisions directly and honestly, as if it was our own money on the line.</p>	
<p>13. 00:05</p>	<p>Cut to Narrator standing in a conference room with an internal TKG meeting going on behind her. The team is meeting about the new brand style. Narrator is still talking directly to the camera.</p>	<p><u>NARRATOR</u> If you're ready to ditch the typical agency BS and invest in long-term, collective value, let's talk.</p>	
<p>14. 00:03</p>	<p>Tagline animation</p>	<p><u>NARRATOR</u> We're not a typical agency.</p>	<p>THE DIGITAL PARTNER. FOR MARKET LEADERS.</p>
<p>15. 00:05</p>	<p>Logo animation and CTA. tkg.com</p>	<p><u>NARRATOR</u> We're TKG.</p>	