

Title: Something About Expo

Client: Expo

Writer: Michael Weinberg

Length: 30 seconds

SFX: :00 - :06, *ending just after the word "paper."*

COMPUTER KEYBOARD CLACKING.

SFX: :06, *with the word "forgotten."*

WOMAN GROANING IN FRUSTRATION.

SFX: :07 - :08, *with the word "scrunched."*

PAPER BEING CRUMPLED.

ANNCR: :00 - :07

BRAINSTORMING FOR WORK OR PERSONAL PROJECTS ISN'T ALWAYS AS PRODUCTIVE ONLINE OR ON PAPER. FILES ARE FORGOTTEN, AND SHEETS ARE SCRUNCHEDED.

SFX: :09 - :11, *with "the glide of an Expo Marker on a whiteboard."*

MARKER GLIDING ACROSS WHITEBOARD.

SFX: :12, *with the word "pop."*

FIREWORKS.

MUSIC: :15 - 30, *under narration.*

GUITAR RIFF JINGLE.

ANNCR: :09 - :17

SOMETIMES YOU NEED THE GLIDE OF AN EXPO MARKER ON A WHITEBOARD TO MAKE YOUR POINTS POP. YOU NEED THE QUICK ABILITY TO ERASE, AND THE CONFIDENCE THAT YOU CAN DO IT AGAIN AND AGAIN.

ANNCR: :17 - :23

WITH EXPO, YOUR IDEAS CAN LEAVE AN IMPACT. AND WITH THE COURAGE TO ERASE, YOUR IMPACT IS BOUNDLESS.

ANNCR: :23 - :24

LEAVE YOUR MARK, THEN LEAVE IT AGAIN.

ANNCR: :25 - 30

USE THE HASHTAG
#EXPOLEAVEYOURMARK TO SHARE
HOW YOU'RE CHANGING THE WORLD
WITH EXPO.