

**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  
SCRUNCHED.

**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.