

Title: Erase Is Not a Dirty Word

Client: Expo

Writer: Michael Weinberg

Length: 30 seconds

SFX: *Throughout ad, under narration.*

MARKER SQUEAKING.

ANNCR: :01 – :09

ERASING YOUR DRY-ERASE BOARD ISN'T A DIRTY ACT. SURE, YOU MIGHT COLLECT SOME OF THOSE DRIED MARKER SHAVINGS, BUT WIPING YOUR WHITEBOARD IS A SIGN THAT YOU'RE READY TO MOVE ON.

ANNCR: :10 – :15

EXPO MARKERS ARE A WAY TO MAKE MORE ROOM WITH LESS SPACE, TO MAKE MORE IMPACT WITH THE SAME TOOLS.

MUSIC: :16 – :28, *under narration.*

GUITAR RIFF JINGLE.

ANNCR: :16 – :20

THE NEXT TIME YOU'RE ABOUT TO ERASE YOUR IDEAS, SEE IT AS AN OPPORTUNITY TO MAKE EVEN BETTER IDEAS.

ANNCR: :21 – :22

LEAVE YOUR MARK, THEN LEAVE IT AGAIN.

ANNCR: :23 – :28

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