

~Unsure of what approach they were looking for, we were engaged by an agency as support in exploring multiple story angles and online spot concepts for the launch of an up and coming music video downloading platform. The Client wanted typical “every man/woman” users to find themselves in funny/unexpected situations inspired by popular music tunes that could be downloaded quickly and cleanly anywhere. This is one of our favorite spots that did not make the final cut. The name of the product/end Client has been edited. ~

Treatment for Mobile Music Video Downloads Spot #7

██████████ Mobile Music Downloads

“As Real as It Gets” Series

“YMCA” Village People

A Construction Worker walks to a bus stop after getting off of work. He decides to download a ██████████ Mobile Music Download while he waits. There are a couple of people in the background waiting for the bus, as well.

He downloads the IMMD FlashFile amazingly quick. As the music begins to play “YMCA”, sung by the Village People, the people waiting for the bus at the bus stop in the background, edge forward to quietly peek over his shoulder. A guy walks up next to the Construction Worker, to wait for the bus; the guy gives him a nod as he puts on a cowboy hat.

More people gather to wait for the bus, all crowding in a little to see if they can quietly sneak a peak at what the Construction Worker is playing on his Mobile device. On the opposite side of the Construction Worker, a Biker steps up next to him and gives him a little friendly smile, as he seeks a peak at the video playing and gives him a thumbs up. The Construction Worker has a slightly confused look on his face, sensing that something is off, but smiles and nods back, not making the connection yet. More people have gathered at the bus stop, a few too many people crowded in the bus stop to be a normal occurrence. They all are crowding around the Construction Worker trying to catch a glimpse of the screen.

As the Construction Worker starts to feel a little claustrophobic from this unasked-for attention, a Native American in full head dress, nonchalantly eating a small bag of potato chips, strolls up next to the Biker. He looks at the Biker, then the Cowboy and then greets the Construction Worker, “’Sup ”.

The Construction Worker, now seeming to be a little uncomfortable, although he has not quite fully put it all together, is starting to realize something strange is going on. The Construction Worker looks at the Chief, and with a bug-eyed expression, acknowledges the Chief with a nervous half-smile. A Motorcycle Cop pulls up to the bus stop, dismounts his bike and swaggers over to the crowd, “All right, People, break it up; there’s nothing to see here.” The crowd, except the Biker, Chief, Cowboy and the stunned Construction Worker, takes a step back.

The Cop approaches the Construction Worker. Wearing mirrored sunglasses, the Cop towers over the Construction Worker, who is now utterly confused and slightly intimidated. The Cop peels off his sunglasses, and scowls slightly at the Construction Worker. The Cop looks down at the Mobile Device - looks back at the Construction Worker, then smiles a broad, friendly grin.

FADE In: Graphic Logo over color background

Announcer VO: “██████████ Mobile Music Video Downloads...”

CUT TO: WIDE SHOT of Cop, Chief, Biker and Cowboy and Crowd, dancing the “YMCA” Dance. The Construction Worker stands dumbfounded, gripping his Mobile Device; then a smile of recognition comes over his face, as he joins the dance. Announcer VO continues: “...as real as it gets.”