



People all drearily walking through the area in synch.
Dreary background music/sounds playing faintly.
Black & white or desaturated treatment.

1



Several people sitting down listening to music on generic headphones.

2



A brightly-clothed and well-dressed young man wearing matching Beats headphones walks through the crowd with brio in his step.
He is in color, with color coming into things following his path.
High-energy music fades in with him.

Quick clip of more dreary people listening to generic headphones. Dreary music again.

3



The bystanders look at him, in particular his headphones.
POV camera. Music in full.

4



Close ups of headphones appear throughout.



Narrated: Most headphones can't be heard by others



Narrated: Beats say something



He walks towards the camera through the mall with everybody turning to look.

Narrated: Walk to your own beat

Clip of him walking by authorized retailers storefront at the mall.

Narrated: For sound the way it was meant to be heard, see an authorized dealer about Beats by Dr. Dre.