

TV Commercial Treatment

Client: Beats Electronics LLC
Product: Beats by Dr. Dre Headphones
TV :30 – MTV channels, BET, ESPN channels

Scenario:

Setting: Mall
Dreary background music/sounds playing faintly.
Black & white or desaturated treatment

People all drearily walking through the area in synch.

Clip of several people sitting down listening to music on generic headphones.

High-energy music fades in, as a brightly-clothed and well-dressed young man wearing matching Beats headphones walks through crowd with pride in his step.
He is in color, with color coming into things following his path.
POV camera, music is full.

Another clip of dreary people listening to generic headphones, music cut out.

Music resumes as he walks through the mall. The bystanders all look at him, in particular his headphones.
Clips of close ups of the headphones are added throughout.

Show storefront signs, all of which are authorized retailers.

Script:

Most headphones can't be heard by others,

Beats say something. Walk to your own beat.

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