**Hope Trailer**

**First shot (SHOP, happy light):** close up on a group of plastic bags in a grocery store, a slow zoom out that stops when a hand reaches in and grabs one.

**Second shot (SHOP, happy light):** close up on the plastic getting filled with some fruit (the stabilization effect starts here).

**Third shot (SHOP, happy light):** close up onplastic bag on the conveyor belt of the cashier (optional).

**Fourth shot (STREET, happy light):** close up on plastic bag being carried while walking.

**Fifth shot (HOUSE/KITCHEN, happy light):** close up on plastic bag being placed on a table and getting emptied.

**Sixth shot (HOUSE/KITCHEN, sad light):** close up on empty crumbled plastic bag on the table, slow zoom in with sad music. Zoom stops when hand reaches in and starts putting fruit in it again (happy light and music resumes).

**Seventh shot (STREET, happy light):** close up on plastic bag being carried again and placed on a back of a car.

**Eighth shot(NEXT TO WATER, happy to sad light):** hard cut, plastic bag on bench with water in the background, hard cuts of the bag getting gradually emptier and the light getting gradually sadder. When full empty it gets picked up and thrown into water. (frog perspective) (cut to black)

**Ninth shot (ON WATER, sad light):** fade in on fish floating on surface with plastic bag covering its head. Call to action, Logo with link to campaign.