

POP IT

A potential commercial for PopSockets.

AUDIO	VISUAL	Duration
Music: Hoedown Throwdown - Miley Cyrus		
Lyrics: "If you're 5 or 82, this is something you can do"	MONTAGE <ul style="list-style-type: none">- A person building toy cars- A group of girls hyping each other up as they dance- A couple vacationing at the beach- A crochet club, full of friendly old ladies- A family barbeque	00:00:08
Lyrics: "Pop it"	CU of several different pop sockets popping out. The owner of each is from the montage above.	00:00:02
Lyrics: "Lock it"	CU of several different pop sockets getting pushed down. The owner of each is from the montage above.	00:00:02
Lyrics: "Polka dot it"	VFX of a plain white pop socket flying toward the camera. Polka dots appear and last for a brief moment before being replaced by several different designs.	00:00:02

	The last design is of a horse.	
Lyrics: "Countrify then"	MATCH CUT to a MCU of a VFX horse. The horse picks up a phone with a pop socket that has a design of a horse on it.	00:00:02
Lyrics: "hip-hop it"	<p>MATCH CUT to a pop socket with a hawk design on it. It belongs to one of the girls in the group of dancers that appeared in the montage.</p> <p>The girls form a circle around one of them, who's doing a solo. The soloist is dancing with the pop socket with the hawk design.</p> <p>The other girls in the circle are popping their pop sockets to the beat of the song.</p> <p>We follow the hawk pop socket through the soloist's intricate dance moves.</p>	00:00:02
Lyrics: "Put your hawk in the sky"	The girl makes a flying hawk with her arms, still holding the pop socket. We zoom into the hawk on the pop socket.	00:00:02
Lyrics: "Move side to side"	<p>MATCH CUT to the pop socket belonging to a dad at the family barbeque.</p> <p>They're taking a group picture, and the dad is balancing the phone</p>	00:00:02

	<p>on the pop socket.</p> <p>He moves it side to side, adjusting it so that everyone's in frame.</p>	
<p>Lyrics: "Jump to the left"</p>	<p>MATCH CUT to a pop socket belonging to the couple at the beach.</p> <p>They're attempting to take a selfie together just as someone accidentally splashes water at them.</p> <p>One of them pops out their pop socket and it turns into a shield. As they jump away, they lift the shield, blocking the water from splashing onto them.</p>	00:00:02
<p>Lyrics: "Stick it"</p>	<p>MATCH CUT to a pop socket belonging to one of the old ladies. She slides her crochet needle across the pop socket, using it as a needle holder.</p>	00:00:02
<p>Lyrics: "Glide"</p>	<p>MATCH CUT to a pop socket acting as a wheel of a toy car.</p> <p>The person building toy cars has stuck two pop sockets together to form a wheel of the car.</p>	00:00:02
<p>Music: Instrumentals of <i>Hoedown Throwdown</i></p>	<p>MONTAGE</p> <ul style="list-style-type: none"> - The person building toy cars pushes the 	00:00:08

	<p>toy car forward</p> <ul style="list-style-type: none"> - The group of girls finish a exhilarating dance number - The couple take a picture together. One of them kisses the other's cheek - Several impressive crochet projects are shown around the crochet club - The family at the barbeque grin at the camera <p>Throughout the montage, bold text flashes across the screen in a mix of dynamic fonts, vibrant colors, and playful styles—each one declaring: POP IT.</p>	
Music: Instrumentals of <i>Hoedown Throwdown</i>	Visually compelling motion graphic of the PopSockets logo	00:00:05