

# POP IT

A potential commercial for PopSockets.

AUDIO	VISUAL	Duration
<b>Music:</b> Hoedown Throwdown - Miley Cyrus		
<b>Lyrics:</b> "If you're 5 or 82, this is something you can do"	<b>MONTAGE</b> <ul style="list-style-type: none"> <li>- A person building toy cars</li> <li>- A group of girls hyping each other up as they dance</li> <li>- A couple vacationing at the beach</li> <li>- A crochet club, full of friendly old ladies</li> <li>- A family barbecue</li> </ul>	00:00:08
<b>Lyrics:</b> "Pop it"	CU of several different pop sockets popping out. The owner of each is from the montage above.	00:00:02
<b>Lyrics:</b> "Lock it"	CU of several different pop sockets getting pushed down. The owner of each is from the montage above.	00:00:02
<b>Lyrics:</b> "Polka dot it"	<b>VFX</b> 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.	
<b>Lyrics:</b> "Countrify then"	<b>MATCH CUT</b> to a MCU of a <b>VFX</b> horse. The horse picks up a phone with a pop socket that has a design of a horse on it.	00:00:02
<b>Lyrics:</b> "hip-hop it"	<p><b>MATCH CUT</b> 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
<b>Lyrics:</b> "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
<b>Lyrics:</b> "Move side to side"	<p><b>MATCH CUT</b> to the pop socket belonging to a dad at the family barbecue.</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>	
<b>Lyrics:</b> "Jump to the left"	<p><b>MATCH CUT</b> 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
<b>Lyrics:</b> "Stick it"	<p><b>MATCH CUT</b> 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
<b>Lyrics:</b> "Glide"	<p><b>MATCH CUT</b> 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
<b>Music:</b> Instrumentals of Hoedown Throwdown	<p><b>MONTAGE</b></p> <ul style="list-style-type: none"> <li>- The person building toy cars pushes the</li> </ul>	00:00:08

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