

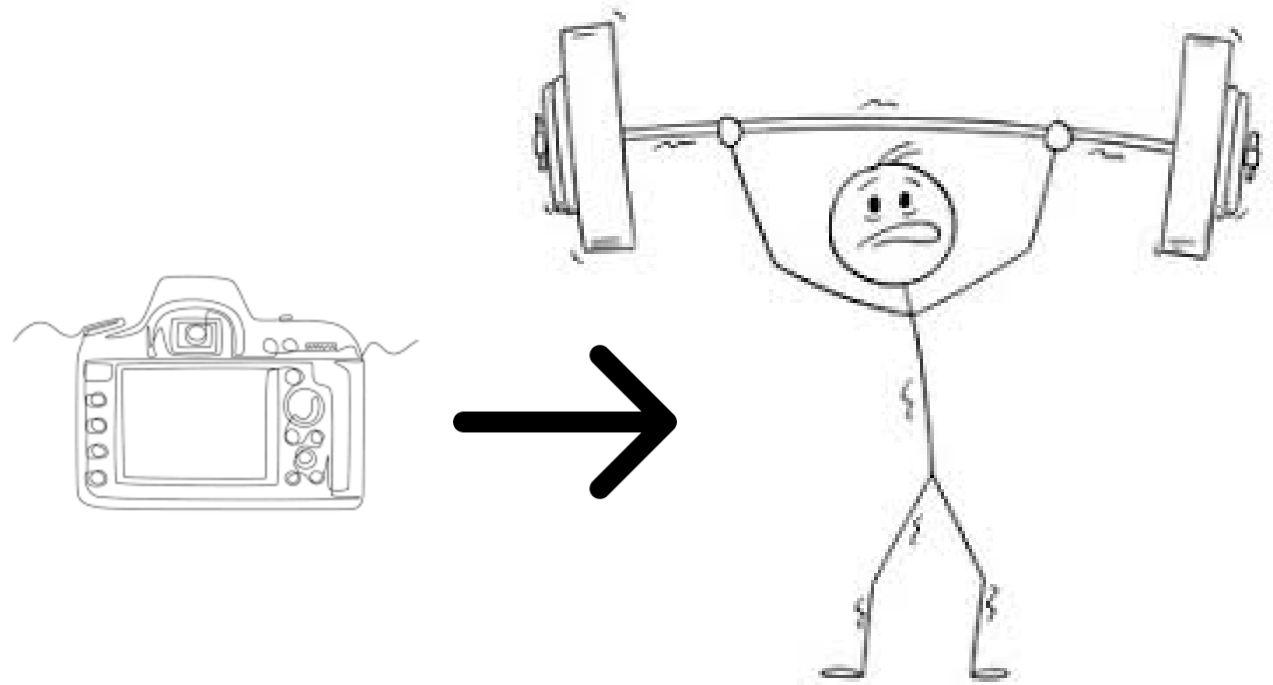
TV 30 SECOND SPOT IDEAS

By: Alexa Linchuck

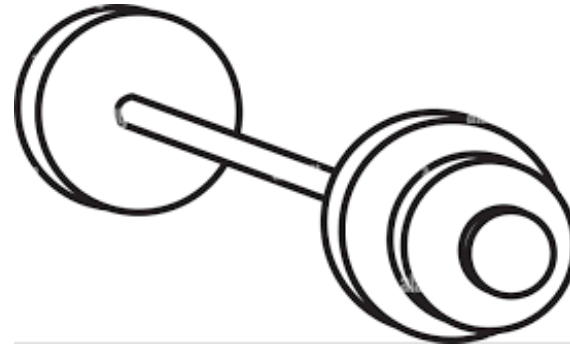
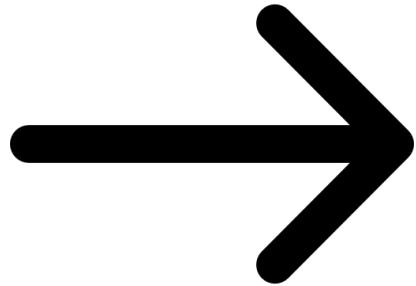
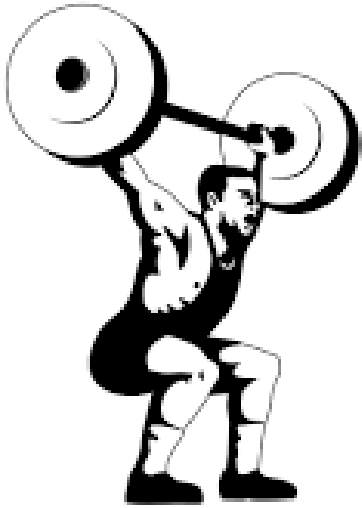
ESPN--->Disney+



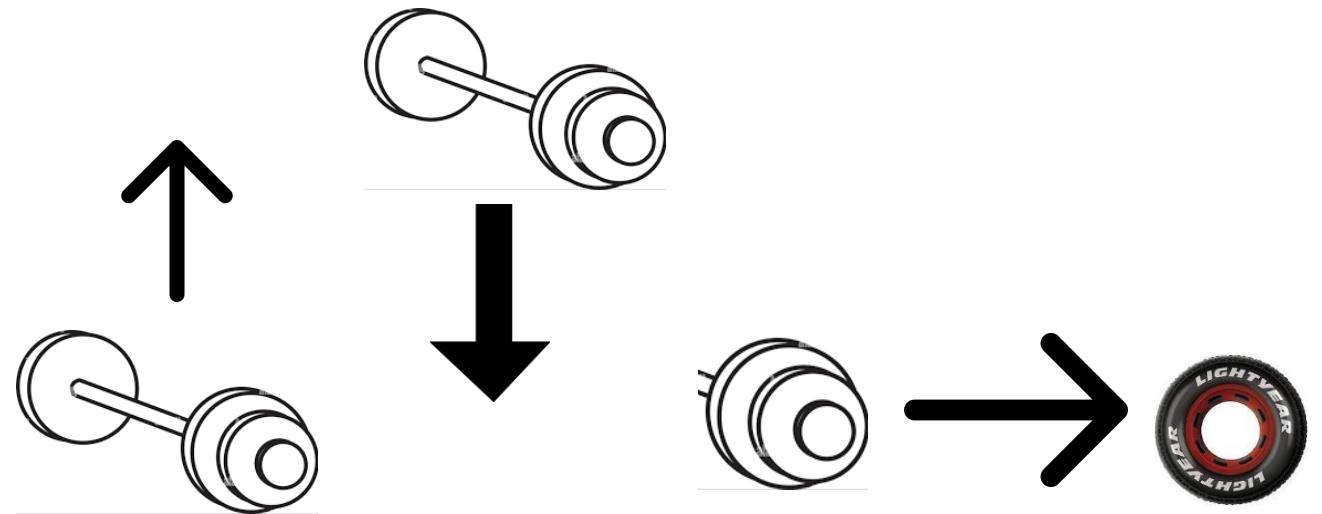
Someone in a weight class holding a weight above there head. The camera view will show a panning view of the male/female holding the weight above there head. This should take a total of 3 seconds to shoot.



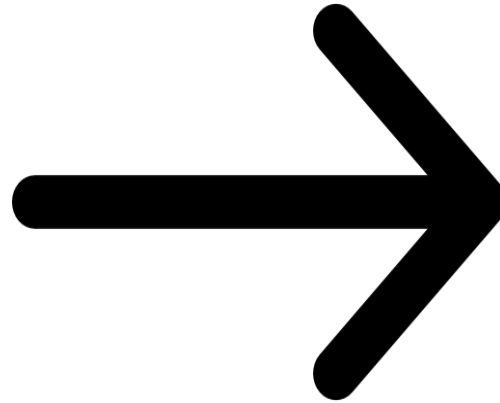
Once that person gets the weight over their head they will then drop the weight. The camera angle will be shown from the side where you can see the weight and the numbers on the weights. More likely a low angle shot to clearly show that there is wanting to be a low shot of the weight. This should take a total of a little under 2 seconds to shoot.



The weight will bounce once up in the air from being dropped and once it hits the ground the second time the weight will turn into a wheel of a car. The angle will stay the same as the low shot and a close up of the weight to get a transition effect. (The weight will be rotating so the transition can look better and flow with the wheel being rotated as well.) Time is total would be only 2 seconds.

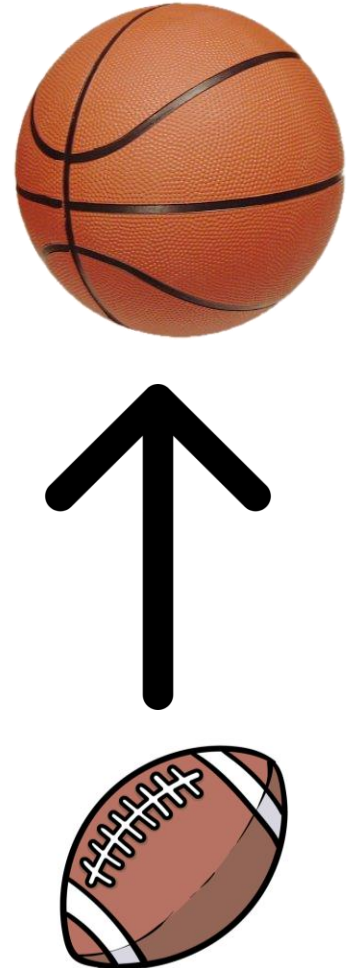
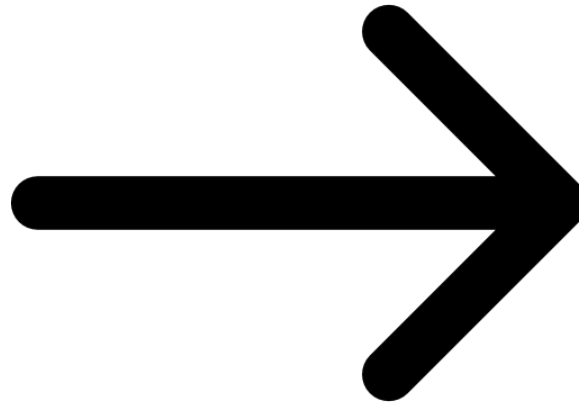


That rotating tire will then turn into Disney character Lightning McQueen racing around the track to get some Disney action into the scene. The shot will just be a clip from the movie shown down below which will then pan into the direction of the crowd. The crowd will not be cars but instead another Disney movie that could be played into ESPN, The Game Plan with Dwayne Johnson. Total of 7 seconds.



This shows a crowd shot which will then show Homer Jones who used to play football scoring a touchdown in the endzone. Throwing the ball directly at the ground "spike" and celebrating. The camera would follow the football into the air and transition into a basketball.

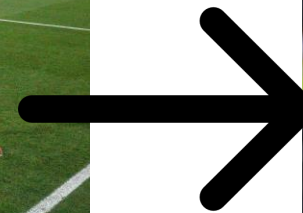
Total of 5 seconds.



The basketball will then lay in the hands of an NBA player who will be dunking. This will make the transition into an action shot and make it so it will not look as weird of a transition. This will be a live action shot with a close shot of the hand of the player first and then zoomed out to show what is happening during this game. Possibly a winning point? Total of 3 seconds.



The basketball would then turn into a soccer ball when falling and transition to the movie Alex and me. The ball will then be kicked Alex where the ball is in the air and she kicks it to the goal. This is to show more sports that ESPN has to offer. The camera will then be panned from the ball being kicked to the goalie diving to try and catch the ball but Alex scores. The pan will then go to a celebration but in real time of Alex Morgan and her teammates. Total of 7 seconds.



With this celebration I want an ESPN quote with the lines of diversity and inclusion since that is their big motto. I would want this quote to be in front of Alex Morgan and her team celebrating as well. This will be the ending and have completed the 30 seconds. Total of 1 second going from the last frame.

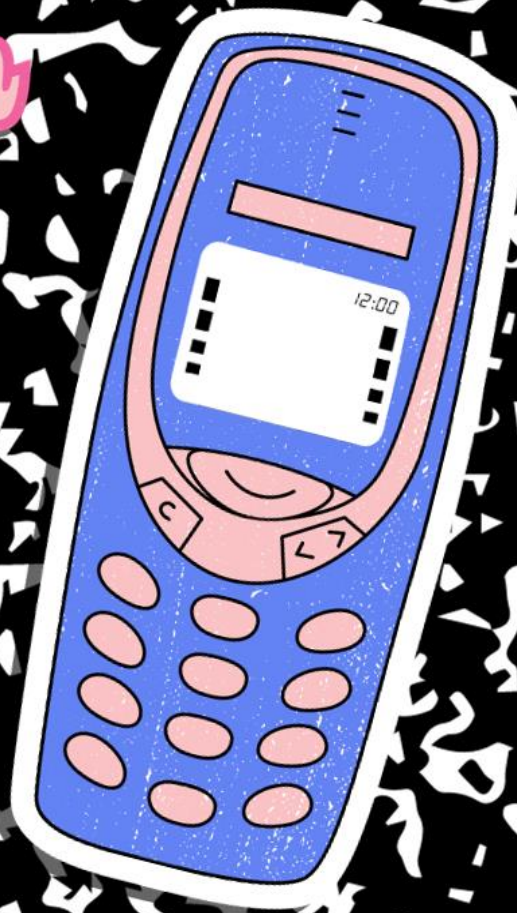




Thank you!

Do you have any questions?

Dream



references

https://www.google.com/url?sa=i&url=https%3A%2F%2Fheartcraftythings.com%2Fcartoon-football-drawing.html&psig=AOvVaw05Sge_1qRIDcnxF98MJseE&ust=1695061486321000&source=images&cd=vfe&opi=89978449&ved=0CA8QjRxqFwoTCNDc0p-isoEDFQAAAAAdAAAAABAE

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.svgrepo.com%2Fsvg%2F28104%2Farrow-pointing-to-up&psig=AOvVaw30hooxoJZW843D-rJHYJr4&ust=1695061548487000&source=images&cd=vfe&opi=89978449&ved=0CA8QjRxqFwoTCNj4z72isoEDFQAAAAAdAAAAABAE>

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.flaticon.com%2Ffree-icon%2Farrow-pointing-to-right_66831&psig=AOvVaw22sn_YW1kbN23QILlojnEH&ust=1695061580913000&source=images&cd=vfe&opi=89978449&ved=0CA8QjRxqFwoTCKDC1syisoEDFQAAAAAdAAAAABAE

<https://upload.wikimedia.org/wikipedia/commons/7/7a/Basketball.png>

[Alex Morgan kicking ball](#)

[Goalie Diving](#)

[Celebrating](#)

<https://variety.com/wp-content/uploads/2020/10/espn-logo.jpg?w=1000>