Rally Commercial Script

Location: Scripps Glider Port, San Diego CA

Director(s):

Actor(s):

Editor(s):

*Opening: Pan over ground, show dust blowing (maybe use fan). Stop and pan up to flag with Rally logo.*

*[Dramatic music plays in background]*

General: Warriors! *[Camera focuses on General]* Let this final battle be a rallying cry to any who would fight for justice, and freedom, and… Wait, stop. Stop! *[Music stops playing]*

*Pan around to “army”, which consists of one person texting and one person in a Jedi outfit, swinging a toy lightsaber cluelessly.*

General: Are you kidding me? Again? Where is Danny? Where is he?

*Texter looks up and shrugs apathetically.*

General: *[Looks at Jedi]* And what’s up with you, huh? I said we’re doing fantasy, not Star Battles!

Jedi: …Wars…

General: Whatever! How do we accomplish anything with three people?

Texter: How about this? *[Offers cell phone]*

*Camera focuses on phone screen, which displays the home page of Rally.*

General: What’s this?

Texter: It’s a new app called Rally! You can use it to connect with friends for instant games, whenever you want.

General: Wow, let me see!

*General presses “Start” button on app. Camera zooms into the screen and switches to gameplay footage.*

*Show multiple clips from MMO’s, military games, fighting games, etc. during voice over.*

Voiceover: Plan your online battles and adventures at the tap of a button. With Rally, you can instantly connect with your friends across the gaming community. Just select a title, time, who to invite, and begin your quest for glory. Rally. Your team. Your tempo.