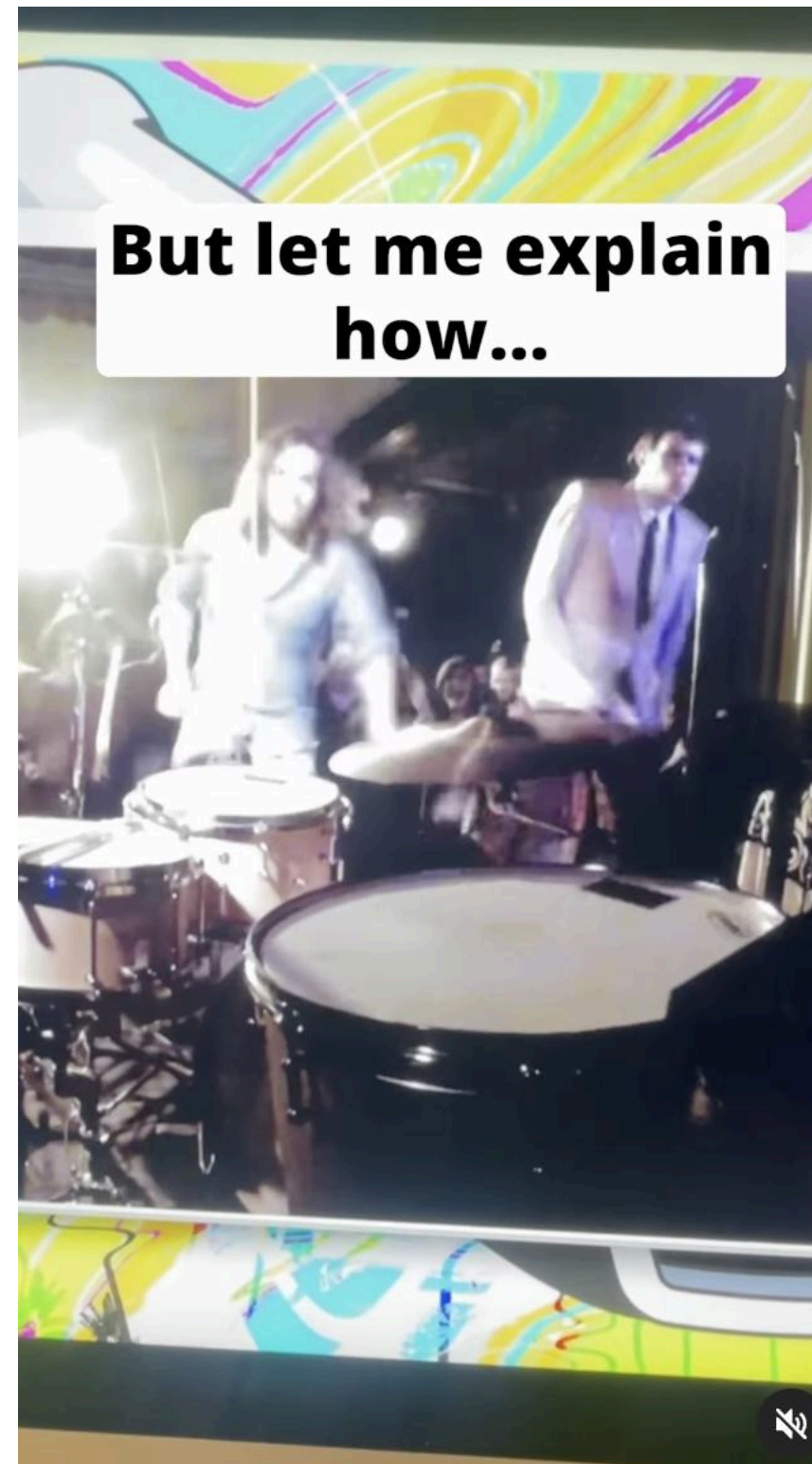




Mid shot of a man sitting at a desk talking to the camera,  
very creative background and authentic conversational style of dialogue  
Uses big colourful captions and is talking as an expert on a topic



Extract of a video that is overlaid on a graphic element. the video is a music video and is related to the topic that the person is talking about



New scene where it is a close up with the man holding a blue guitar and wearing reflecting and interesting sunglasses. This grabs attention because the sunglasses are a visual distrubtor and the close up draws your attention like he has something to say.