**DOWN IN THE VALLEY** (parody)

[HAZE!!!]

[Slow fade up of strong tight backlight on Peter during musical intro]

[Screen: Black]

Verse 1

[Slowly fade up SPOT on Peter during verse ]

F C Am C

I wish I was a slave to an age old trade   
 F C Am C

Like writing up creative or running display   
F C

Lord have mercy on my data driven ways   
Repeat

[Start to open up to full band as band joins instrumental]

Verse 2

[Shift color, build intensity on band over the course of this verse]

F C  
Call it driving performance   
 Am C

Call real ROI   
F C Am C

Don’t make difference if the budget runs dry   
F   
Cause it all ends in claw backs if you  
C

cheat or if you try

F   
Yeah it all ends in claw backs if you  
C

cheat or if you try

[Shift color for interlude]

Interlude:

F C Am C

Optimize over and over and over again   
 F C Am C

Testing over and over and over again

[Shift color to something warm and soft to prep for content on screen, shift to some low sidelight if possible]

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

[Add some movement to the light beams before third set of Oooohhhhs]

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

[Screen: Light leaks grow on the screen like a sunrise from the bottom of the screen. Warm, intimate light. Eventually filling the screen with slow moving light leaks over the course of the First Chorus]

[Long slow build over the course of the chorus]

First Chorus:

F Am   
And now there’s GDPR, yeah it’s a big deal

C G

Now you need consent for any data sharing

F Am

Down in the terms and conditions showing

C G

All of the ways that you can opt out safely

F Am

These are the pages you should always scroll

C G

These are the terms that you did not know

[Do a quick BUMP to a strip of pars flown in behind the band, snap to bax on each player]

F Am

I am on my way, I am on my way

C G

I am on my way, Just to be compliant

[Screen: Slideshow of photos begins, slideshow uses a film strip motif with light leaks]

[Hanging scenic elements start flying in. *NOTE: we should confirm how many fly operators we will have, which might change sequencing*]

[BUMP flash of pars, then Begin another long slow build, strip of pars start flying out while on,

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

[Slow color shift here, shafts of light shift to another location]

*{Spoken}*

F Am

*Thank you all for coming, making it all this way*

C G

*I see you here, ready to learn and play*

F……………..

Am………………

C G

*I see your face in the crowd and you came* [Maybe a color shift somewhere here in the middle?]

F………………….Am………………

C G

*Your here to grow and to build new business out*

F Am

*There is a reason your here and it’s this*

C G

*You’re here to grow and to find new partnerships*

[Maybe a color shift and build here with the last Ooooohs]

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

F Am

Ohhh ohhh

C G

Ohhhh ohhhhh

[Pipe of pars finally reaches it’s high trim above the screen at the end of the Ooohhhhs]

[Scenic elements finish moving here as well]

Bridge

[Screen: Slideshow of photos slowly transitions to a mosaic, panning out to reveal more and more rows of film strips to create mosaic of small photos]

[BUMP down to a backlights on band, tighter more intimate look on MADE]

F Am

We have made it here, We have made it here

C G

We have made it here, We have come to Postback

[Screen: Add the Postback logo over the photo mosaic, the mosaic is never static, photos in the mosaic move slowly with dimension, twinkle with light leaks, maybe a few photos change here and there]

[BUMP of pars, big Build back out of intimate look, building color and low sidelighting]

Second Chorus

F Am

Driving value, with more channels,

C G

Using all the latest in big data science

F Am

Down in the Data with, audiences

C G

These are the places you will find me mining

[Pull back to a more intimate, low look with music pull back, cool colors, stong bax on band members]

F Am  
These are the places I will always go

C G

These are the outcomes I will always grow

Bridge

[Shift light to a white light look]

F Am

We have made it here, We have made it here

C G

We have made it here, We have come to Postback

Crowd call [BIG build of par pipe to light audience, big build of white light energy on stage]

F Am

We have made it here, We have made it here

C G

We have made it here, We have come to Postback

Crowd call

F Am

We have made it here, We have made it here

C G

We have made it here, We have come to Postback

Final Chorus

[Screen: TBD?]

[BIG audience blinder bump, explode white light look into color, moving beams of light]

F Am

Driving value, with more channels,

C G

Using all the latest in big data science

[Shift]

F Am

We’re not in the valley we’re, in Seattle

C G

Gonna take some time, look at the bigger picture

[Screen: light fades, sunset]

[Big shift back to the first look we had when we revealed the full band]

F Am

We will define what marketers must know

C G

You have come for more than just a show

[Screen: fade to black]

[Shift back to the exact same look we had at the top of the number]

F C

I’m glad you made it here to this Postback charade

(a cappella)

Lord have mercy as we party for two days

[Fade out SPOTLIGHT, leaving Peter in a tight backlight]

[FADE TO BLACK]

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