

ZING KINETIC TYPOGRAPHY AVP

First Draft 09/24/14

TEXT	GRAPHICS
	<p>PAN BETWEEN - A stylized clock. A digital timer. A sundial.</p>
<p>DAY TO DAY</p>	<p>TILT DOWN to a calendar, the words scribbled on it –</p>
<p>WHAT DO YOU GET OUT OF LIFE?</p>	<p>It flips the page, words underneath it, white against red --</p>
<p>MOST PEOPLE HAVE LOYALTY CARDS</p>	<p>Text fades out, “life” lingers a second longer than the rest.</p>
<p>MOST STORES HAVE LOYALTY CARDS</p>	<p>One by one, black stickmen figures fill the screen, the letters in white appear in place of one figurine each.</p>
<p>THEY CAN BE AMAZING</p>	<p>The figurines fade out. “PEOPLE” flips over like an OPEN/CLOSED sign.</p>
<p>BUT HOW MUCH DO YOU GET OUT OF THEM?</p>	<p>We zoom out and we’re looking in a store window – a coffee shop. A giant card swipes over it, transitioning to text –</p>
<p>WITHOUT BUYING IN BULK</p>	<p>We zoom in on the I, filling most of the screen. It turns into a cylinder, rotating – a Styrofoam coffee cup with a “Coffeeshop” logo on it. The text rotates in across the cup in the opposite direction –</p>
<p>OR GOING EVERY DAY</p>	<p>We zoom out, revealing the text as the coffee cups suddenly multiply rapidly –</p>
<p>DAY AFTER DAY</p>	<p>The other cups shuffle away into the grid pattern of a calendar, the text appearing as the days of the week –</p>
<p>FOR A SMALL REWARD</p>	<p>Zoom in on “DAY”, a pale shadow of it forming the other words –</p>
<p>WHAT IF...</p>	<p>PAN right to the words, with a coffee cup next to it –</p>
<p>THERE WAS A CARD</p>	<p>A much smaller coffee cup is slowly lowered on a wire next to the bigger one.</p>
<p>THAT GIVES YOU MORE</p>	<p>The cups tip over, forming the ellipsis as we zoom out to reveal the text –</p>
<p></p>	<p>TILT DOWN –</p>
<p></p>	<p>FADE OUT, words fade in one by one --</p>

MORE REWARDS	All words fade out except "MORE", PAN RIGHT as "REWARDS" slides in next to it –
MORE SURPRISES	"SURPRISES" drops in like an anvil.
MORE FUN	"FUN" comes flying in fast, knocking down "SURPRISES" –
MORE OUT OF LIFE	"FUN" fades out, fade in –
EVERY DAY	ZOOM IN on the O in "OUT" forming the face of a clock in extreme close up, hour markers popping in. CAMERA follows the hour dial spinning, on it the text –
EVERY PURCHASE	We shift to follow the minute dial, on it the text –
NOT JUST FREEBIES	We zoom in on the hour markers, filling the screen as the words zoom in from a distance rapidly –
BUT CASH	The I turns into a stack of coins, dropping –
REDEEMABLE WHETHER YOU'RE HAVING DINNER WITH FRIENDS ZING!	TILT UP to a clip art-style plate of food. The text rotates in on the outside of the plate. CUT TO a red card swiping on white, left to right, the white text "ZING!" glimpsed through it.
+POINTS	CUT TO Yellow text on red at the top of the screen, the O a solid circle.
OUT SHOPPING	CUT TO a clip art-style clothes shop, a female stick figure pointing at two dresses. The text is the marquee.
ZING! ZING!	CUT TO a red card swiping again, right to left – ZING! CUT TO a red card swiping again, top to bottom – ZING!
+POINTS	CUT TO Yellow text on red again, the previous "O" staying above.
OR TRAVELLING	CUT TO A clip art-style plane flying left-right diagonally, right-left diagonally and bottom-top.
ZING! ZING! ZING!	CUT TO a red card swiping again, left-right diagonally – ZING! CUT TO a red card swiping again, right-left diagonally – ZING! CUT TO a red card swiping again, bottom-top – ZING
+POINTS	CUT TO Yellow text on red again, the previous two "O" staying above.
CONVERTER:	

<p>1 POINT = 1 PESO</p> <p>EARN REWARDS AND SURPRISES BY</p> <p>REFERRING SHOPPING ENJOYING</p> <p>BECAUSE WHAT'S LIFE</p> <p>IF NOT FUN</p> <p>IF NOT REWARDING</p> <p>IF NOT ZING</p> <p>LIVE LIFE WITH ZING</p> <p>ZING ONE CARD INFINITE PERKS AMAZING EXPERIENCES</p>	<p>The P INTS fade out, leaving the solid O's, which drop as 3D coins, down on top of a pile of money, a "CONVERTER" counter racking up each point = pesos --</p> <p>A red card swipes in covering it, printed on it –</p> <p>The card flips over to reveal—</p> <p>The card spins around –</p> <p>The card flops around –</p> <p>FADE IN, red on white –</p> <p>TILT DOWN</p> <p>"FUN" scrolls upward as "REWARDING" comes from below.</p> <p>"REWARDING" scrolls upward as "ZING" comes up from below.</p> <p>"IF NOT" fades out, "LIVE LIFE WITH" takes its place, colors invert, white on red.</p> <p>"ZING" morphs into the logo. Statements fade in below –</p>
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