

**CEMEX TATAK EXPERTO AVP**

**AVP SCRIPT**

SECOND DRAFT 08/16/13

<b><u>AUDIO</u></b>	<b><u>VIDEO</u></b>
<p><i>MUSIC: A SUDDEN BEAT COMES IN, A RISING POWER ANTHEM, A SEARCHING OSTINATO.</i></p> <p><i>SFX: RACE CAR SOUNDS SWISHING BY</i></p> <p><i>SFX: SWISHING SOUNDS ACCOMPANYING THE TEXT</i></p> <p><i>SFX: A LIQUID SOUND AS THE TEXTS MORPH INTO A DOT</i></p>	<p><i>FADE IN ON:</i></p> <p><i>AN ABSTRACT INDUSTRIAL BACKGROUND OF LINES AND GRIDS, CONCRETE TEXTURES.</i></p> <p><i>LINES OF DOTS SUDDENLY CROSS THE SCREEN</i></p> <p><i>ANOTHER LINE</i></p> <p><i>CRISSCROSSING LINES OF DOTS WITH THE TEXT OVER:</i></p> <p><b><u>WHAT MAKES AN EXPERT?</u></b></p> <p><i>WE ZOOM IN ON THE WORD EXPERT, WITH THE WORDS FORMING IN WHITE OVER THE DARK LETTERING:</i></p> <p><b><u>BEHIND AHEAD OF THE GAME AT ALL TIMES?</u></b></p> <p><i>Text merges into one dot, another line appears:</i></p> <p><b><u>GIVING THE CUSTOMER OUR ALL TO GET THEIR MAXIMUM SATISFACTION?</u></b></p> <p><i>Text merges into one dot, another line appears:</i></p> <p><b><u>KNOWING OUR PRODUCTS INSIDE AND OUT?</u></b></p> <p><i>Text merges into one dot, another line appears:</i></p> <p><b><u>SUSTAINING OUR BUSINESS AND LEVEL OF QUALITY YEAR AFTER YEAR?</u></b></p> <p><i>Text merges into one dot, another line appears:</i></p> <p><b><u>CONSISTENTLY DELIVERING ON ALL OUR PROMISES AND GIVING THE BEST SERVICE POSSIBLE?</u></b></p> <p><i>WE ZOOM OUT, SEEING ALL THE DOTS SPREAD OUT COMING TOGETHER IN ONE.</i></p>

<p>MUSIC: A TRIUMPHANT CRESCENDO</p>	<p><b><u>HERE AT CEMEX WE BELIEVE THAT IT'S ALL OF THAT AND MORE.</u></b></p> <p><i>Suddenly the large dot bursts into a group of letters forming:</i></p> <p><b><u>EXPERTS ARE MADE, NOT BORN AND WE STRENGTHEN OUR EXPERTISE WHEN WE HAVE PARTNERS THAT SHARE THEIR OWN KNOWLEDGE</u></b></p>
<p>MUSIC: A MORE SYNTH-DRIVEN TECHNOLOGICAL SCORE</p>	<p><i>Each letter again swells into another dot.</i></p> <p><i>Each dot forms into a brain, lines forming between them, pulsating with electricity, dots moving back and forth along the lines.</i></p>
<p>SFX: ELECTRICAL SPARKS</p>	<p><i>Fades in:</i></p> <p><b><u>AFTER ALL, A GATHERING OF GREAT MINDS MAKE GREAT BUSINESS.</u></b></p>
<p>MUSIC: UP-BEAT, FUN CASUAL MUZAK</p>	<p><i>Each of the dots tumble and fall, the camera tracking them on the way down, landing as the heads of a line of stick figures.</i></p> <p><b><u>THAT'S WHY THROUGHOUT THE YEARS, CEMEX HAS ALWAYS PRIORITIZED OUR LASTING RELATIONSHIPS WITH INDUSTRY EXPERTS, SHARING OUR RESPONSIBILITIES TO OUR CUSTOMERS.</u></b></p>
<p>SFX: CHECKMARK SOUND EFFECT CLICKING OFF</p>	<p><i>A BRIGHT RED stick figure appears, shaking hands with each and every one of the rest, one by one, each receiving a red checkmark after.</i></p> <p><b><u>SO TOGETHER WE CAN PUSH THE ENVELOPE AND GIVE OUR CUSTOMERS WHAT THEY WANT.</u></b></p>
<p>SFX: HIGH-PITCHED CUTE CHEERS</p>	<p><i>The red checkmarks transform into the TATAK EXPERTO logo. Each of the figures cheer.</i></p>
<p>MUSIC: DETERMINED TRIUMPHANT MARCH</p>	<p><b><u>THAT'S WHY WE'VE JOINED HERE TODAY, TO CELEBRATE PARTNERSHIP AND EXPERTISE.</u></b></p>

*SFX: A GLOWING SOUND OF COMPLETION*

*We zoom out further, finding all the lines and dots  
have come together to form –*

**BECAUSE WITH ALL THAT COMBINED KNOWLEDGE  
WE CAN ONLY END UP BEING EXPERTS, PROUDLY  
WEARING THE BADGE...**

*THE TATAK EXPERTO LOGO*

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