

heirloomretouch commercial scripts

By

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INT-LIVING ROOM-NIGHT

A dog is lying on a rug in front of a fireplace. He is panting while warm, instrumental music plays.

The scene is shuttered over and frozen, as it is taken in a snapshot.

NARRATOR

This is Sarge, as he is.

A lustrous hue flashes over the image, and now the snapshot looks sharper, brighter. Sarge even looks happier, his eyes have a twinkle that was previously not present.

NARRATOR

But this is how Sarge looks to us.  
This is the Sarge our camera didn't capture.

INT-HALLOWEEN PARTY-NIGHT

Two men and two women are scooting in closer for a photo. One man, far left, is a **Cowboy**, and to his right is **Jackie O**. Next to her is a **Flapper**, and on the far right is **Al Capone**. They all try to appear in character at first, but the act quickly dissolves into laughter.

Again, the scene is shuttered and frozen in time, mid-laugh. There is glare, and the colors look gaudy and don't really mesh together. Jackie O has some serious red-eye.

NARRATOR

This is what Steve's camera captured at the Halloween Party.

A sepia hue washes over the image. The photograph has the sharpness needed to capture the detail, but the hue makes it appear antiquated, and maybe even authentic.

NARRATOR

And this is how they all felt just before the flash went off.

EXT-MERRY-GO-ROUND-DAY

A cherub-like little girl, about 7, is riding a yellow unicorn. She is red-headed, and wearing a green shirt and jeans. Her smile shows a few missing teeth. She is laughing with all caution to the wind, and then waves to the camera.

(CONTINUED)

The shutter again captures a shot of her waving and smiling devilishly. As always, the image is decent, but modest.

NARRATOR

This was Wendy's 8th birthday, 17 years ago.

Everything becomes black and white, save for the green shirt and her red hair.

NARRATOR

And this is the photo that will make her parents cry at her wedding reception tomorrow.

EXT-WHITE VOID-DAY

All three photos, improved and unique, are laid overlapping aesthetically over a white background.

NARRATOR

Don't just capture the moment.  
Capture the spirit behind it.

[heirloomretouch.com](http://heirloomretouch.com) appears in black, legible, but pretty font in place of the photographs.

Fade to black.

EXT-WHITE VOID-DAY

A white doodle person with a patched hat and overalls (think generic Johnny Appleseed-looking guy) is eating an apple. They spit out the seed onto the ground

The seed sprouts and quickly grows into a big apple tree while a sun and moon rise and fall in a fast-forward of what is clearly a long time.

A person (I will leave their gender neutral as I feel it is an aesthetic decision that will not affect the script's progress) in modern clothing walking by picks an apple and spits out another seed. He/she pulls out a photograph of the man from the beginning.

NARRATOR

In some ways, time moves in a circle. Let us help you remember what needs remembering.

The camera pulls back to the apple tree, whose boughs are growing upward, well beyond the leaves.

(CONTINUED)

heirloomretouch.com is formed from the tree's branching new growths, which dissolve at the bottom so that only the text is left.

Fade to black.

EXT-FLOWER GARDEN-DAY

A dandelion can be seen in the midst of a flower garden, surrounded by beautiful roses and hydrangeas and carnations.

NARRATOR

Dandelions are common weeds. Ugly things amidst gardens of vibrant colors and formations.

The camera pans into the dandelion until each seed tuft looks like a big puff of duck down.

NARRATOR

Until, of course, you get in real close.

The tufts are blown by the breeze into the air, and float with remarkable detail on the breeze.

NARRATOR

It's only in vivid detail that you see what's really beautiful.

EXT-PHOTO OF BUILDING-DAY

A brick apartment building can be seen from a distance in a panoramic photo of several buildings. It looks like a boring red monolith with dark windows. The camera zooms in and it is apparent a window is open and something white, but too small to make out, is in front of it.

The camera zooms again and it is a white cat sitting at the window ledge.

The camera zooms again and we see a mesh of hairs with a brown dot on one of them.

The camera zooms in one last time and it is a surprisingly cute flea.

The flea waves cheerfully.

(CONTINUED)

FLEA

See it all, capture it all!  
heirloomretouch.com--we'll give  
your photos a detail you never  
thought possible!

The camera zooms back out to the panoramic view.

Fade to:

EXT-WHITE VOID-DAY

In plain font, heirloomretouch.com is in the center of the  
white background in black. The flea hops onto the i, giving  
it a dot.

Fade to black.