

TITLE: 094-20 Visiting Responsibly Videos – Care for the Coast (ALT)
CLIENT: BACVB
MEDIUM: Online Video
LENGTH: Overall: 6 Minutes. (Trash – 2:20. Sunscreen – 1:20. Preservation – 2:15)

OPENING

VIDEO

FADE IN: B-ROLL of destination. Beaches, Locals, Coastal Water, Animals.

CUT TO: Drone over Bradenton Area.

CUT TO: Insert close on hands of locals working, cleaning businesses (sidewalk, tables etc.)

MOTION GRAPHIC: Child drawing of visitors smiling acting appropriate.

CUT TO: B-ROLL Animals, Beaches, and Destination.

MOTION GRAPHIC: Child drawing of family on beach.

AUDIO

FADE IN MUSIC: BRAND-APPROPRIATE, UPBEAT, DRIVING, BUT LAID-BACK AND TROPICAL.

VOICE OVER (UPBEAT, FEMALE CHILD. LIGHTHEARTED AND SLIGHTLY SASSY.):

YOU'RE PLANNING A TRIP TO THE BRADENTON AREA? YOU'RE GOING TO LOVE IT. BECAUSE EVERYONE DOES – ESPECIALLY THE PEOPLE WHO LIVE THERE.

THEY ARE CALLED LOCALS, AND IT'S IMPORTANT THAT YOU LOVE THE AREA LIKE A LOCAL WHEN YOU VISIT, TOO.

IT HELPS KEEP THE ENTIRE PLACE BEAUTIFUL AND THE ANIMALS SAFE.

CARING FOR THE COAST IN THE BRADENTON AREA IS A BIG JOB. BUT IT'S PRETTY EASY.

MY FAMILY GOES EVERY YEAR, SO I AM KIND OF AN EXPERT.



VIDEO

GRAPHIC: Child drawing of word "TRASH"

SMASH CUT OF: (B/W) of gross trash along with (COLOR) the animals it harms.

MOTION GRAPHIC: Child drawing of plastic straws, bags, can rings. RED circle BUZZER.

MOTION GRAPHIC: Childs drawing of DAD packing reusable stuff into beach bag. GREEN check DING.

MOTION GRAPHIC: Child drawing of trash being disposed of in bin. GREEN check DING.

CUT TO: KID POV close on "Remindful" mom frown.

TRASH

AUDIO

VOICE OVER (UPBEAT, FEMALE CHILD. LIGHTHEARTED AND SLIGHTLY SASSY.):

TRASH IS SUPER GROSS, AND I REALLY DON'T LIKE IT. BUT YOU KNOW WHO HATES IT EVEN MORE? SEA TURTLES... AND FISH... AND BIRDS.

REALLY, EVERY ANIMAL WHO LIVES IN THE BRADENTON AREA.

STUFF LIKE PLASTIC STRAWS, BAGS AND RINGS FROM AROUND CANS, CAN REALLY HURT THEM OR MAKE THEM SICK.

THAT'S WHY YOU SHOULD BRING BOWLS, BAGS AND BOTTLES THAT YOU CAN USE AGAIN AND AGAIN.

AND YOU SHOULD ALWAYS CLEAN UP YOUR MESS TO MAKE SURE TRASH STAYS OUT OF THE WATER.

DON'T EVEN THINK ABOUT BURYING IT IN THE SAND. YOUR MOM WILL NOTICE. TRUST ME.



TRASH (CONT.)

VIDEO

MOTION GRAPHIC: Child drawing of “visitors” throwing trash over shoulders. BUZZER. on to street and child picking it up. DING.

CUT TO: KID POV close on “Remindful” dad face frown.

SMASH CUT OF: Dust bins around area

MOTION GRAPHIC: Child drawing of “locals” being handed trash and smiling.

MOTION GRAPHIC: Child drawing of locals smiling and hanging out.

MOTION GRAPHIC: Child drawing of trash bin with trash on the ground next to it. RED circle and BUZZER. Trash animates to go into trash bin. GREEN check and DING.

MOTION GRAPHIC: Child drawing of “LOVE IT LIKE A LOCAL”

AUDIO

V.O. CON'T:

BUT NOT ALL VISITORS ARE GOOD LISTENERS LIKE ME AND YOU. SO, IF SOMEONE FORGETS TO CLEAN UP THEIR TRASH, YOU SHOULD PICK IT UP FOR THEM.

I DIDN'T THINK IT WAS FAIR THAT WE HAD TO PICK UP SOMEONE ELSE'S TRASH. BUT DAD REMINDED ME THAT IT TAKES ALL OF US WORKING TOGETHER TO KEEP THE BRADENTON AREA CLEAN.

PLUS, THERE ARE PLENTY OF TRASH CANS AND RECYCLING BINS AROUND SO YOU WON'T HAVE TO CARRY IT FOR TOO LONG.

YOU CAN EVEN BRING TRASH INTO A STORE OR RESTAURANT AND THEY WILL GET RID OF IT FOR YOU.

THAT'S WHAT WE DID AND I HAVE NEVER SEEN SOMEONE SO HAPPY TO TAKE TRASH FROM SOMEONE ELSE IN MY LIFE.

MUST BE A LOCAL THING.

SO, JUST REMEMBER TO PUT TRASH WHERE IT BELONGS. SEE? IT REALLY ISN'T HARD TO LOVE IT LIKE A LOCAL AT ALL.



SUNSCREEN

VIDEO

GRAPHIC: Child drawing of word “SUNSCREEN”

MOTION GRAPHIC: Child drawing of people putting on sunscreen.

CUT TO: KID POV close on mom and dad “happy” face smiles.

CONTINUOUS: KID POV mom and dad “sad” face.

CUT TO: B-ROLL of beaches and sea life

CUT TO: WHITE

GRAPHIC: In child handwriting.
“ZINK-OX-EYE” eraser SOUND to remove “ZINK-OX-SIDE”. GREEN check and DING.
“TIGHT-TAY-NEE-DUM” eraser SOUND to remove “TIGHT-TAY-NEE-YUM-OX-SIDE”. GREEN check and DING.
“OX-EE-BEN-ZIIME” eraser SOUND to remove. “OX-EE-BEN-ZONE”. RED circle cross and BUZZER.
“FISH-EE”. GREEN check and DING.

AUDIO

VOICE OVER (UPBEAT, FEMALE CHILD. LIGHTHEARTED AND SLIGHTLY SASSY.):

IT’S IMPORTANT TO WEAR SUNSCREEN WHEN YOU’RE OUT IN THE SUN SO YOU DON’T GET A SUNBURN.

AND I ALWAYS DO, WITHOUT COMPLAINING, EVEN THOUGH IT’S STICKY. AND COLD. AND I ALWAYS HAVE TO STOP PLAYING TO PUT IT ON.

BUT DID YOU KNOW THAT SOME SUNSCREENS ARE BAD FOR THE ENVIRONMENT?

SOME HAVE CHEMICALS THAT CAN HURT CORAL REEFS, FISH AND OTHER SEA CREATURES. SO, MAKE SURE YOUR GROWN UPS BRING THE RIGHT SUNSCREEN AND DON’T JUST PICK THE ONE WITH THE COOLEST PICTURES.

THERE ARE ALWAYS LOTS OF BIG WORDS ON LABELS. BUT ITS IMPORTANT THAT THEY SAY THE WORDS ZINK OX EYE I MEAN OX SIDE AND TIGHT TAY NEE DUM- I MEAN YUM OX SIDE. BUT NOT OX EE BEN ZIIME. I MEAN ZONE. ANYWAYS, THAT’LL MEAN THEY ARE FISHIE-APPROVED.



SUNSCREEN (CONT.)

VIDEO

GRAPHIC CON'T:

CUT TO: WHITE

CUT TO: Hand with sunscreen being squirted into it.

GRAPHIC: GREEN check DING

CUT TO: WEED sprayer that says "sunscreen" on it.

GRAPHIC: RED circle BUZZER

MOTION GRAPHIC: Child drawing of people putting on the correct sunscreen.

CUT TO: Close on "cool" local smile. DING thumbs up.

MOTION GRAPHIC: Child drawing of "LOVE IT LIKE A LOCAL"

AUDIO

V.O. CON'T:

I'D SPELL THOSE WORDS FOR YOU, BUT GROWN UPS ARE USUALLY PRETTY GOOD AT SOUNDING THINGS OUT. AND IF THEY AREN'T, THERE'S ONE CALLED SUN BUM THAT WE USED.

AND, WE ALWAYS USE THE WATERY SUNSCREEN YOU SQUEEZE OUT, NOT THE SPRAY STUFF. THOSE ARE BETTER FOR THE ENVIRONMENT, TOO.

AND THAT'S COOL WITH ME BECAUSE YOU CAN'T SPRAY THEM IN YOUR EYES OR MOUTH BY ACCIDENT WHEN YOU TRY TO PUT SUNSCREEN ON WITHOUT A GROWN UP'S HELP.

SO, JUST REMEMBER, SAY NO TO SUNBURNS AND BAD CHEMICALS BY USING SUNSCREEN THAT'S SAFE FOR THE ENVIRONMENT. SEE? IT REALLY ISN'T HARD TO LOVE IT LIKE A LOCAL AT ALL.

PRESERVATION

VIDEO

GRAPHIC: Child drawing of word
"PRESERVATION"

SMASH CUT OF: DRONE B-ROLL of wildlife,
mangroves, dunes, grasses.

CUT TO: WHITE

MOTION GRAPHIC: "EE-ROW-SHUN". GREEN
word "science" DING.

SMASH CUT OF: DRONE B-ROLL of wildlife,
mangroves, dunes, grasses.

MOTION GRAPHIC: Child drawing of grasses
being grasses. GREEN check DING. Grasses being
chomped on by animated cartoon kid. RED circle
BUZZER.

SHASH CUT OF: All of the signs that say what
not to do.

AUDIO

**VOICE OVER (UPBEAT, FEMALE CHILD.
LIGHTHEARTED AND SLIGHTLY SASSY.):**

THERE ARE LOTS OF THINGS IN THE BRADENTON
AREA THAT PROTECT WILDLIFE AND THEIR
HOMES. LIKE MANGROVES. AND SAND DUNES.
AND SEA GRAPES AND SEA OATS.

THEY KEEP THE LAND SAFE FROM WIND AND
STORMS AND SOMETHING CALLED EROSION –
THAT'S A SCIENCE WORD.

THEY ARE ALL PRETTY COOL TO LOOK AT, TOO,
BUT YOU SHOULDN'T TOUCH THEM. AND
WHATEVER YOU DO, DO NOT EAT THEM.
WHICH I KNOW IS CONFUSING BECAUSE THEN
WHY ARE THEY CALLED GRAPES AND OATS?

ANYWAYS, THE LOCALS MUST KNOW ITS HARD
TO REMEMBER ALL THE RULES, BECAUSE THERE
ARE SIGNS ALL OVER. THEY TELL YOU WHAT
NOT TO TOUCH AT THE BEACHES AND WILDLIFE
PARKS, AND IF SOME PLACES ARE FOR ANIMALS
ONLY.



PRESERVATION (CONT.)

VIDEO

CUT TO: KID POV close on "Happy" mom face.

CUT TO: KID POV close on "Happy" flower clerk.

MOTION GRAPHIC: SIGNS. GREEN check DING.
Kid chomping grasses. RED circle BUZZER.

MOTION GRAPHIC: Child drawing of "cool"
locals hanging out. Thumbs up. DING.

AUDIO

V.O. CON'T:

AND EVEN THOUGH I'M SURE MY MOM WOULD LOVE ANY FLOWERS I BROUGHT HER, IN THE BRADENTON AREA ITS BEST TO BUY THEM AT A STORE AND NOT PICK THEM FROM THE GROUND.

SO, JUST REMEMBER, READ THE SIGNS, PROTECT THE LAND AND DON'T EAT THE SEA OATS. SEE? IT REALLY ISNT HARD TO LOVE IT LIKE A LOCAL AT ALL.

CLOSING

VIDEO

MOTION GRAPHIC: Child drawing of "cool"
locals hanging out. Thumbs up. DING

CUT TO: Child in highchair. Thumbs up. DING.

AUDIO

VOICE OVER (UPBEAT, FEMALE CHILD. LIGHTHEARTED AND SLIGHTLY SASSY.):

AND IF YOU FORGET, THE LOCALS ARE ALWAYS HAPPY TO HELP. JUST BE SURE YOU SAY PLEASE AND THANK YOU.

GROWN UPS LIKE IT WHEN YOU ARE POLITE. AND WE WANT TO BE SURE WE ARE INVITED BACK.

GOT IT? GOOD!