

Production:	"Keeping the Good in the Game"	Writer:	Robin Bond
Client:	TrueSport	Date:	October 21, 2013

Key elements: clever, entertaining sound design, use of humor, simplicity.

VIDEO	AUDIO
 <p>Fresh-faced little girl</p>	<p>My name is Sarah Drake. I'm in 7th grade and I play soccer. I've played soccer most of my life and there are lots of things I like about it.</p>
 <p>[Morphs into character animation or "avatars" to represent 10-14 year old kids who play sports.]</p> <p>[Thought bubble and happy expression on character.]</p> <p><u>GFX:</u> The coach teaches us things.</p>	<p>Various Voices:</p> <p>SARAH VOICE-OVER: <i>For example, the coach teaches us lessons about winning AND losing.</i></p> <p>VOICE OF FEMALE COACH: <i>Good job. We played hard -- and they were a tough team to beat.</i></p>
<p>[Character hearing negative voices. Her head goes "missing" after she hears comment from coach.]</p>	<p>SARAH VO: <i>But sometimes it sounds like..</i></p> <p>VOICE OF FEMALE COACH: <i>Sarah, you looked terrible out there. Where is your head today?</i></p>
<p>[Happy Character]</p> <p><u>GFX:</u> My best friends are on my team!</p>	<p>SARAH VO: <i>There are a lot of other kids my age.</i></p> <p>VOICE OF TEAMMATE: <i>Let's do a sleepover after the game on Saturday!</i></p>
<p>[Bummed character. Takes off her "captain" regalia.]</p> 	<p>VOICE OF ANOTHER KID'S PARENT: <i>I can't believe coach made Sarah the team captain.. and not my Emily.</i></p>

VIDEO	AUDIO
<p>[Happy Character. Eating lots of healthy dinner, making some 'yum-yum' noises.]</p> <p>GFX: Food good.</p>	<p>SARAH VO: <i>Sports helps me keep my body healthy.</i></p> <p>COACH VOICE: <i>You worked out hard today. Make sure you eat a good dinner and drink plenty of water.</i></p>
<p>[Bummed Character.]</p> <p>GFX: Does this soccer uniform make my butt look big?</p>	<p>COACH VOICE: <i>That other team is in way better shape than you guys. Some of you are looking a little flabby out there lately.</i></p>
<p>[Happy Character. Running from the field, past icons that say "School," "Family," "College" etc. as she grows older/bigger. OR accepting the "Nobel Peace Prize" trophy.]</p> <p>GFX: The possibilities are endless!</p>	<p>SARAH VO: <i>Sports changes how I feel about myself in other areas of my life.</i></p> <p>SARAH'S SELF-TALK: I reached my goal for running the mile in practice the other day. Imagine what else I can do!</p>
<p>[Bummed character. Gets rid of the trophy, climbs into bed and pulls covers over head.]</p>	<p>SARAH'S DAD: Sarah, we worked on that (soccer) play. What is wrong with you?</p>
<p>[Bummed character turns back into live-action girl. She takes her gear out of the locker and walks out (quits sports.) Camera moves to locker, ends on closed locker door.]</p> 	<p>SARAH VO: <i>Sports teaches me to make the right choices in my life.</i></p> <p>(Note: The implied is that the "right choice" for her was to quite sports.)</p>
	<p>TrueSport.org</p> <p><i>Let's Keep the Good in the Game.</i></p>