

PROMOTIONAL VIDEO SCRIPT

Client: Slumbrew	Description: Cheers to the little guys		Length: : 1:00 appx
Date: 6/7/16	Job #: #####	Comm #:	AD/CW: John Bracchitta

Tag/Comm. # VIDEO

AUDIO

CLOSE UP of the tabletop of a bar, A SMALL MAN (SMALL), no more than 6 inches tall, walks onscreen and, after looking down for a moment to check his footing, which is off-camera, and kicks a lemon wedge that is near him. It flies through the frame and off-camera to the side.

SFX: a splat sound, something hitting the ground

SMALL MAN (SMALL): It isn't easy being the littlest guy in the room. Mountains can LITERALLY be made out of mole hills... getting across town is a daylong affair ...

A generic glass of beer is placed down next to SMALL

SMALL: ... and boy is it hard to get noticed amid the bigger folks

CUT TO different angle of the bar tabletop. SMALL turns his back to the glass of beer.

(offscreen) BAR DWELLER: Sorry... didn't see you there...

SMALL: No worries dude.... Anyway, yeah. Being small can be tough. However, that doesn't mean it's bad. In fact, if you embrace it, suddenly a bunch of things can work in your favor...

CUT TO initial close up of bar. The glass of beer is picked up and an order of fries that is far bigger than SMALL is placed down on the bar.

(offscreen) BARTENDER: Snack size fries, here ya go.

SMALL looks over at the fries and motions to them.

SMALL: For instance, that... Also, when you're small you can be nimble. You can loosen up, have fun. You aren't weighed down down with the big issues your larger brethren may face.

CUT TO ESTABLISHING SHOT of the
SLUMBREW BREWERY

SMALL: That's what's so great about
Slumbrew. When they opened in 2011, they
knew they would be a small player on the
Boston brewery scene. But that's exactly what
they wanted. I mean, they are a MICRO-
brewery, right?

CUT TO SMALL standing on the bartop. He is
on the left side of the screen, with a selection of
Slumbrew beer cans lined up to his right.

SMALL: They aren't content with the same
seasonal brews every year. Slumbrew likes to
mix it up and experiment with new and
interesting concepts, One of their beers was
aged in a rum barrel. Another is a German
sour ale with hibiscus, sea salt, and citrus!
Interesting, right?

A HAND starts taking away the cans. SMALL
motions to one of the cans...

SMALL: Oh... leave that one please?
Thanks.

CUT TO a ESTABLISHING SHOT (potentially a
TIME LAPSE) of the Assembly Row Beer
Garden as the sun sets with Boston in view

SMALL: Now, five years later, Slumbrew is
still proud to be one of Boston's most micro
of breweries. Whether it's their brewery and
taproom in Somerville, or their beer garden
in Everett, when you grab a Slumbrew you
get to enjoy it with the people who brew it.

CUT TO a bar table, where SMALL is standing
next to the beer can that was left behind.

SMALL: So, next time you're out in that big
bad world and carve a small piece of it for
yourself, celebrate with a Slumbrew, and
cheers to the little guys!

CUT TO LOGO and tagline: "Cheers to the little
guys"

[button]

CUT TO SMALL looking off camera

SMALL: Ok, I'm gonna need an eyedropper
for this... and a thimble...

END

