



‘Outside the Box’ TVC Script :30

As you’ll see below, I’ve made a few edits and additions to the script. These are merely suggestions that will continue to evolve along with the song.

We move through what looks and feels like a subtly geometric world of square buildings and uniform streets.

The track “Little Boxes” begins to play.

The camera pushes in on a group of friends hosting a party in the tiny, box-like kitchen of their city apartment. A party reminiscent of the film Being John Malkovich.

A guy holds a Next aloft as he squeezes through the crowd then arrives at a sink. Curious, he looks around then kicks the sink.

The kitchen wall falls down and the box opens up as we now find ourselves partying on the porch of a home upstate.

A series of cubicles line a stuffy corporate office. We push in on one to find a bored young woman standing at her desk. She’s quit her job and is putting her belongings - a photo, a cactus etc. - in a box.

As she drops the box on her desk, the walls of her cubicle start expanding, revealing a stage and a microphone in the distance with a soft top light.

She walks towards the mic and grabs it. It’s time to embrace her real passion. Performing stand-up comedy in front of a crowd with a Next in her hand.

We cut to a camera diving downward as if rigged to the huge life-size hand clasping the lid of a box. The hand pulls back the lid to reveal a top-shot of a diverse group of people line-dancing in an old-fashioned bar.

We cut to a low-angle as our camera weaves between our dancers, capturing their boots and hips as they move to the beat. The camera continues to push in as we match cut to...

...a restaurant. The camera continues pushing in on a server walking up to a table.

He hands a Next to a young woman sitting in a square restaurant booth, on a date with an arrogant, boastful guy who's drinking a martini. The young woman sits there quietly while the guy continues his endless monologue about himself. Our woman sits back in her chair. Her attention caught by the patterned floor. She smiles mischievously. She's had enough.

She pushes the booth away. A huge chasm in the floor opens up. She jumps off her seat into the chasm.

As she falls we match cut to her gaming character from League of Legends falling from the sky. Then cut to...

...a tight shot of a hand with colourful, intricately designed nails clutching a tiny microphone.

We pull back to reveal that it's influencer Tinx making content on a tightly-framed square phone screen. Tinx brandishes her mobile phone, raising it in the air like a sword.

Her social media posts push the boxy walls and ceiling of her bedroom away and float off into the ether to influence millions around the world.

Cut to a YOUNG GUY, with a Next in hand, standing in the stuffy box-like room of an art gallery. The walls are lined with old square-framed oil paintings. He looks down at the screen of his phone and sees bids flying in for his latest NFT artwork.

All the square oil paintings suddenly flip to show NFT artworks in their place.

Finally, we cut to a square stage where an unconventional MUSICIAN performs one of his songs. As the camera pushes in, we see our musician and the theatre slowly transition to a virtual concert in the metaverse.

Our musician voices the last few words of his song and we match cut to a real-world bedroom as a girl mimics his performance. Lost in the moment. She slides off her over-the-ear-headphones with a mic attached, then puts them on a table and crashes down on her bed with a smile.

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