

SIUE Advertising
Dunham Hall (SIU-Edwardsville)
Edwardsville, Illinois
BROADCAST DEPT.

CLIENT: AXE Products
TITLE: "AXE: Bring Out the Man in You"
WRITER: Jackson Wilson
LENGTH: 30 seconds

VIDEO	(SHOT TIMES)	AUDIO	(TRT)
<u>FADEUP ON:</u>		1. <u>MUSIC:</u> (SMOOTH JAZZ SCORE UNDER)	
1. MS OF YOUNG BOY GETTING OUT OF BED	(:03)	<u>NARRATOR:</u> Ahh kids. They just want to grow up so fast.	(:03)
<u>CUT TO:</u>			
2. MS OF YOUNG BOY WALKING TO BATHROOM	(:03)	2. It's a big world out there, but everywhere you look, there is going to be competition for something spectacular.	(:06)
3. MS OF YOUNG BOY WALKING TO THE MIRROR	(:03)	3. No matter what age you may be, the desire to be a champion remains at the same level.	(:09)
4. CU OF YOUNG BOY ADMIRING HIMSELF IN THE MIRROR	(:03)	4. Ahh. The "all too familiar" competition to get that hot girl at school.	(:12)
5. MS OF YOUNG BOY FRUSTRATED WITH HIS LOOKS AND LOOKING TOWARD AXE BODY SPRAY AND		5. Hmmm. Looks like you need a gameplan, kid. Here, let's give her an example of how a MAN gets his women.	

SHAMPOO BOTTLES
THAT APPEAR ON
THE SINK

(:04)

(:16)

6. CU OF AXE BODY
SPRAY AND SHAMPOO
GETTING
PICKED UP

(:02)

6. MUSIC: (FADEOUT SMOOTH JAZZ SCORE)

Now you're talkin'!

(:18)

7. CUT TO BLACK

(:03)

7. SFX: (RUNNING SHOWER AND BODY
SPRAY SOUNDS)

Oh yeah. (seductively)

(:21)

CUT TO:

8. CU OF AXE BODY
SPRAY GETTING
PUT BACK DOWN

(:02)

8. SFX: (CUT RUNNING SHOWER AND BODY
SPRAY SOUNDS)

MUSIC: (BAD TO THE BONE
INSTRUMENTAL)

(:23)

9. MS OF HANDSOME
GROWN MAN
ADMIRING
HIMSELF IN
THE MIRROR

(:03)

9. Oh yeah. Bring on the competition.

(:26)

10. CU OF AXE BODY
SPRAY PRODUCTS
WITH TEXT BESIDE
THEM (title card)

AXE: Bring out the
MAN in YOU!

(:03.5)

10. AXE: Bring out the MAN in YOU!

(:29.5)

11. FADE OUT

(:00.5)

11. MUSIC: (FADEOUT BAD TO THE BONE
INSTRUMENTAL)

(:30)