# impact
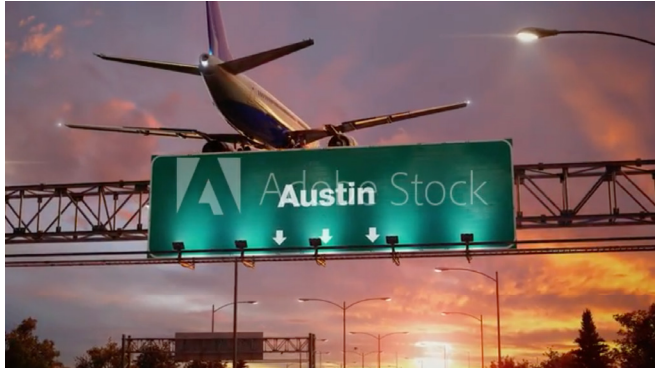
| Name of project | Film Date | Project Lead |
|---|---|---|
| 30 second spot "Impact in Austin" Promo | xx/xx/xx | **Jaime T.** |



1. Opening Shot of a plane flying over a highway sign with Austin on it.



2. A wide aerial shot of Austin's skyline from Birdlake, slowly zooming. Type comes onto screen.

**Script: "America's City of the Future" - Forbes**



3. Start to transition to different locations, landmarks of Austin then have copy animate on screen.

**Script: "#1 Metro Region for Growth in the US" – Brookings**



4. New transition into aerial view of Austin.

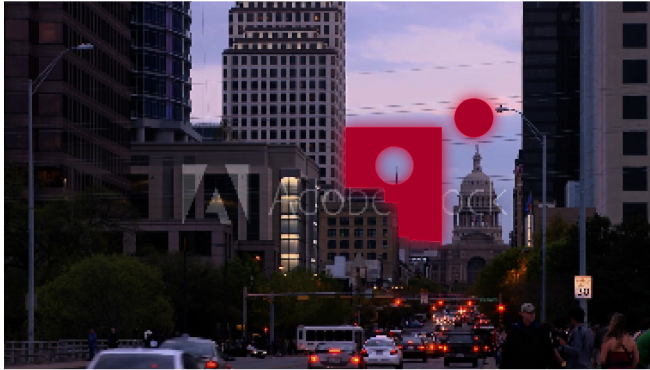**Script: "Best City to Launch a Career" – Bankrate**



5. Overhead shot of people at a desk and type appears over them.

**Script: "Hotspot for Entrepreneurs and Company Formation" - LinkedIn**



6. Timelapse of traffic - busy.

7. Stationed shot in DTA where impact icon appears.



8. As impact icon grows in the background, 'business' appears.

**Script: "Business is Booming in Austin, Texas"**



9. Transition to timelapse of a building being built with type appearing over it continuing the sentence.

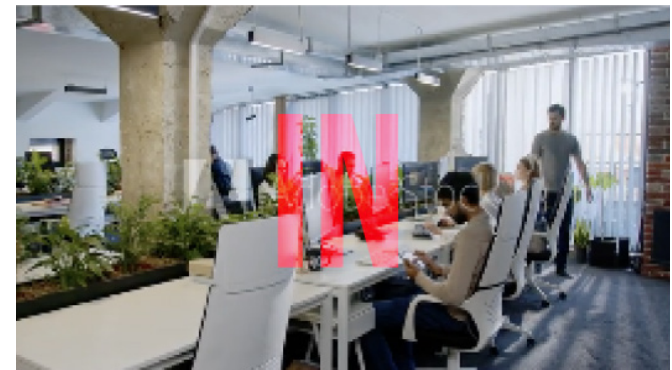**Script: "Business is Booming in Austin, Texas"**



10. Shot of side of building where it shows workers at their jobs, a-boomin' appears on screen.

**Script: "Business is Booming in Austin, Texas"**



11. Boomin zoomed in that will zoom into one of the windows of the building into the next transition.

**Script: "Business is Booming in Austin, Texas"**



12. Shot inside of office with 'IN' over it.

**Script: "Business is Booming in Austin, Texas"**

13. Start showing locations and landmarks in Austin, continuing the rest of the script.

**Script: "Business is Booming in Austin, Texas"**



14. Start showing locations and landmarks in Austin, continuing the rest of the script.
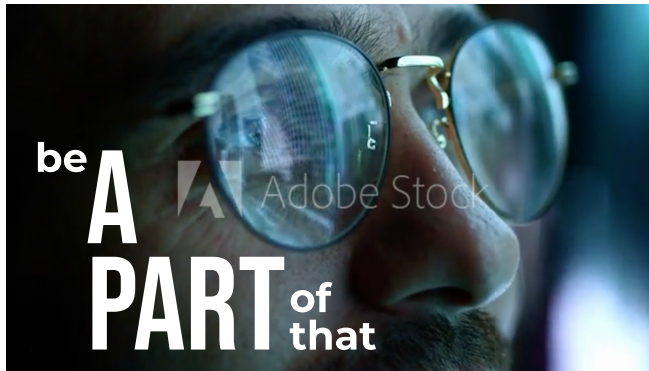
**Script: "Business is Booming in Austin, Texas"**



15. In office shot of employees meeting. 'And' appears then technology appears/slide from under it.

**Script: "And technology is spurring it on "**



16. Shot of women on her phone with techy animations appearing."Technology" turns red so "is spurring it on" reads above it.

**Script: "And technology is spurring it on "**



17. Type appears, city in lenses, zoom on face.

**Script: "Be a part of Austin's wild growth"**



18. "Wild" on screen, ground shot of buildings where light flares travel up.

**Script: "Be a part of Austin's wild growth"**

19. Timelapse of plants growing with "WILD" over it in italics.

Script: "Be a part of Austin's wild growth"



20. "GROWTH" appears over timelapse of buildings being built.

Script: "Be a part of Austin's wild growth"



21. "GROWTH" takes up the whole frame, turns red. Timelapse of inside office and type appears.

Script: "With business tech that can innovate, streamline, modernize, secure, expand your business"
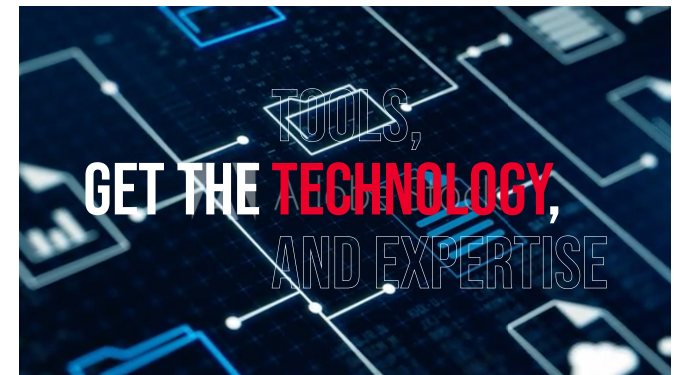


22. Same shot, with big type across the screen hitting all the points down the list.

Script: "With business tech that can innovate, streamline, modernize, secure, expand your business"



23. Two people in front of a laptop meeting, "EXPANDS" widens and type continues.

Script: "...expand your business"



24. Animation of file network/management. Type appears and list scrolls.

Script: "Get the tools, technology, and expertise you need"

**25. People meeting around table, no faces. Type appears.**

**Script: "you need to lead you toward unstoppable growth"**



**26. Man pointing at charts, growth.**

**Script: "you need to lead you toward unstoppable growth"**



**27. Transition to a woman typing, CTA fades in slowly.**

**Script: "The best business technologies & managed services"**



**28. Continues with red overlay appearing, Austin skyline.**

**Script: "The best business technologies & managed services"**



**29. Solid red, texas outline.**

**Script: "Now in Austin, Texas."**



**30. CTA, red impact icon and website.**