

Television Commercial
Major League Baseball
“Intimidation” :30

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VISUAL:

Open up on MCU from behind of Randy Johnson, pitcher for Arizona Diamondbacks, starting straight into a full length mirror in his house. He is motionless.

Cut to Side MCU of him still staring straight forward

Cut to CU of his image in the mirror. He has a look of intimidation on his face.

Cut to a front shot of him staring in to the camera (as if he were still staring into the mirror).

Cut to ECU of his eye – it closes slightly as if he is focusing it on his reflection more to further intimidate it.

Cut to Long Shot of Randy still standing motionless in front of the mirror. The frame includes more aspects of his house including the turned on television on the left side of the frame.

Fade up MLB logo that is off center in the shot

ADUIO:

SFX: Faint sounds of television in BKG

RANDY: Sandy Koufax once said that, “Pitching is the art of instilling fear.”
(pause) I really think he was on to something.

SFX: Slightly Louder sounds of TV