



CLIENT: Urban Outfitters
and GreenEarth.org
TITLE: "Our Earth"
WRITER: Kirstie Childerson
LENGTH: 30

VIDEO	(TIME)	AUDIO	(TRT)
<u>FADEUP ON:</u>			
1. WS, TWO GUYS WALKING OUT OF MALL ONE WITH UO BAG IN HAND	(:02)	1. SFX: NATURAL SOUND	(:02)
2. MS, GUY WITHOUT UO BAG THROWS A RECEIPT ON THE GROUND	(:02)	2. SFX: NATURAL SOUND	(:04)
3. CU, GUY WITH BAG HAS DISGUSTED LOOK ON HIS FACE	(:03)	3. <u>UO GUY</u> : What do you think you're doing?	(:07)
4. CU, OTHER GUY GIVES ATTITUDE	(:03)	4. <u>OTHER GUY</u> : What? It's not like one little piece of paper will hurt anything.	(:10)
<u>CUT TO:</u>			
5. WS, LANDFILL WITH MILLIONS OF LITTLE PIECES OF PAPER	(:03)	5. SFX: NATURAL SOUND	(:13)
<u>CUT TO:</u>			
6. CU, GUY WITH UO BAG	(:10)	6. <u>UO GUY</u> : You may think one little piece of paper may not hurt, but just think of what would happen if everybody that walks out of here throws one little piece of paper on the ground.	(:23)
<u>CUT TO:</u>			
7. BLACK SCREEN WITH WHITE WORDS (Please take care of the Earth. OurEarth.org) AND URBAN OUTFITTERS LOGO AT BOTTOM	(:07)	7. <u>ANNCR</u> : Nothing is more important to our future than keeping our home clean. Visit OurEarth.org to find out how you can help.	(:30)