



6/4/2014

Client: SKYPE  
Product: Internet Phone Service  
Title: **Seeing is Believing** (John Legend, 'All of Me')  
Length: 55 Seconds  
Writer: Ade' Craig

**VIDEO**

**AUDIO**

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- 1. THE MEETING** – TWO FRIENDS, ONE TALL, ONE NOT SO MUCH, WALK DUE EAST AS A BEAUTIFUL GIRL APPROACHES WALKING DUE WEST. THE SHORTER FRIEND PAUSES AND TURNS. AT THE SAME TIME THE BEAUTIFUL GIRL PAUSES AND TURNS AS WELL, WHEN A MOMENT IS HAD BETWEEN THE TWO.
  - 2. CUT TO: THE FIRST DATE** – OUR GUY, IS AT A COFFEE SHOP SPEAKING TO HIS TALLER FRIEND OVER THE PHONE VIA SKYPE WHEN WE SEE THE SAME BEAUTIFUL GIRL ENTER. OUR GUY STANDS TO HIS FEET, LOCKS EYES WITH THE GIRL AND SMILES.
  - 3. CUT TO: THE INTRODUCTION TO PARENTS** – OUR GUY SITS AT A DESK IN FRONT OF HIS COMPUTER ENCOURAGING THE BEAUTIFUL GIRL TO SHOW HER FACE. EVENTUALLY SHE LEANS OVER, SMILES AND GIVES A SHORT WAVE.
  - 4. CUT TO: THE BIRTHDAY** – IT'S EVENING AND OUR GUY WALKS ALONG A SIDEWALK. UPFRONT ON
- SFX: ALL OF ME** – BEGINNING FROM THE .01sec mark. AUDIBLE IS THE SOUND OF ENDLESS POSSIBILITIES. THE MOTION OF CARS AND BUSES, HONKING THEIR HORNS, DROWNING OUT THE CHATTER BETWEEN TWO FRIENDS.
- SFX: MILD CHATTER AND ALL OF ME** PLAYING FROM .09sec mark.
- OUR GUY:** Hey, she's here. I gotta go.
- TALL FRIEND:** Good luck. Let me know how it goes.
- SFX: ALL OF ME** PLAYING LOW FROM 0.14 sec mark.
- OUR GUY:** Just say hi...
- FATHER:** Tell her we don't bite.
- BEAUTIFUL GIRL:** Hello...
- MOTHER:** Wow...she's beautiful.
- SFX: QUIET AND STILL, LESS MOTION AS IT IS NOW NIGHT. ALL OF ME** PLAYS LOW FROM .18sec mark.



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THE RIGHT IS A FLORAL SHOP, INSIDE THE FLORIST FLIPS OVER THE OPEN SIGN TO READ 'CLOSED', JUST AS OUR GUY GETS AN ALERT ON HIS PHONE VIA SKYPE SAYING HIS GIRLFRIENDS BIRTHDAY IS TOMORROW. QUICKLY HE WALKS UP TO THE SHOP, PRESSES THE PHONE AGAINST THE GLASS WHILE KNOCKING ON THE WINDOW.

SFX: THE SOUND OF A FIST KNOCKING AGAINST GLASS.

**OUR GUY**: Hey look. See it's my girlfriend's birthday tomorrow. Can I come in for a second?

5. CUT TO: **THE PROPOSAL** — A MAN AWAY ON BUSINESS IS AT A RESTAURANT TALKING TO HIS LADY VIA SKYPE WHEN HE NOTICES OUR GUY ON HIS KNEES PROPOSING TO A BEAUTIFUL GIRL TWO TABLES OVER. THE MAN ANGLES HIS PHONE, SHOWS HIS LADY, THEN PASSES THE PHONE OVER TO A WAITRESS AND HOLDS OUT A RING, THEN DROPS TO HIS KNEES, SHOCKING HIS LADY.

SFX: **ALL OF ME** PLAYING FROM .24sec mark. CHATTER AND SOFT MUSIC PLAYING OVER SILVERWARE DINGING AGAINST PLATES.

**BUSINESS MAN**: Babe, check this out.  
**GIRLFRIEND**: Aww, when are you gonna propose to me like that?

**BUSINESS MAN**: Will you marry me?

6. CUT TO: **THE MARRIAGE** — WAVES CRASH ASHORE AS DOZENS OF PEOPLE, SOME CRYING; PENSIVELY LOOK FORWARD AT A WEDDING TAKING PLACE. AT THE FOREFRONT, OUR GUY IS STARING AT HIS BRIDE, MADLY INLOVE. ON THE PRIESTS CUE OUR GUY KISSES HIS WIFE WHEN WE SEE THE PRIEST PROJECTED ON A SCREEN.

SFX: **ALL OF ME** PLAYING FROM .29 sec mark. A LIGHT BREEZE BEAUTIFULLY INTERTWINED WITH BREAKING WAVES AND GULLS.

**PRIEST**: Now you may kiss the bride.

SFX: SCREAMS, WHISTLING AND SCREAMING.

7. CUT TO: **THE BIRTH** — AT

SFX: THE SOUND OF A HEART MONITOR



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THE FOOT OF THE HOSPITAL BED IS A LAPTOP, RECORDING LIVE VIDEO OF AN EXHAUSTED BUT PROUD FATHER, SITTING BESIDE HIS FATIGUED BUT BEAUTIFUL WIFE, WHO'S SITTING UP IN BED, HOLDING A TRANQUIL NEWBORN GIRL AS OUR GUYS PARENTS LOOK ON.

AND SUBTLE MOANS FROM A NEW BORN BABY. PLAYING LOW IS **ALL OF ME** FROM .36sec mark.

**MOTHER:** She's here!

**FATHER:** Congratulations you guys!

**BEAUTIFUL GIRL:** Thank you.

**OUR GUY:** Thanks mom. Thank you dad.

8. CUT TO: **THE HONEYMOON** — INSIDE THE PLANE CABIN, OUR GUY IS ON THE PHONE TALKING TO HIS TALL FRIEND VIA SKYPE. ON THE STEWARDESS'S RESPONSE, OUR GUY TURNS AND LOOKS OVER HIS SHOULDER, THEN TURNS TO HIS WIFE WHO'S SHAKING HER HEAD.

SFX: PLANE ENGINE WARMING, CABIN PRESSURIZING. **ALL OF ME** PLAYING VERY LOW FROM .42sec mark.

**TALL FRIEND:** What time does the flight take off?

**STEWARDESS:** Now.

And I'm going to have to ask you to turn that off.

9. CUT TO: **THE RECONNECTION** — IN A LIVING ROOM, THE BEAUTIFUL GIRL USES A REMOTE TO TURN ON A TV, AND ANSWERS A SKYPE CALL FROM OUR GUY AS A LITTLE GIRL PLAYS NEARBY. AT FIRST WE SEE OUR GUY IN A FOREIGN COUNTRY, THEN OUR GUY PASSES THE PHONE OVER, WHEN THE BEAUTIFUL GIRL'S LONG LOST PARENTS ARE DISPLAYED.

SFX: PEACE AND THE SOUND OF A CHILD PLAYING NEARBY.

SFX: LOUD SOUND OF WIND OVER A PHONE.

**OUR GUY:** Hey honey, can you see me?

**BEAUTIFUL GIRL:** Yeah, how's the view?

**OUR GUY:** Oh, you have to see it to believe it.

**BEAUTIFUL GIRL:** Wish I could..

**OUR GUY:** Here I'll show you.

SFX: **ALL OF ME** CONTINUES SHARP AT .53sec mark.

10. CUT TO: STUNNED, EYES WELLING WITH TEARS, THE BEAUTIFUL GIRL HAS HER HAND OVER HER MOUTH.

**DAUGHTER:** Mommy, who's that next to daddy?

**BEAUTIFUL GIRL:** That's your grandma and grandpa.



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11. CUT TO: SKYPE

**ANNCR:** Seeing Is Believing.