

\*THROUGHOUT THE SEQUENCE, THERE IS A TIMER IN THE CORNER OF THE SCREEN TO SHOW HOW MUCH TIME HAS ELAPSED.

DANIEL'S OFFICE - MORNING - STOPWATCH TIMER, 0:00

Fresh as a daisy, DANIEL, savers his coffee. Ready to start the day.

NARRATOR (V.O.)  
This is Daniel.

He glances at the post-it above his computer screen, scrawled "Daniel's Desserts".

NARRATOR (V.O.)  
Daniel is re-branding his business.

CLOSE ON: DAILY PLANNER, "APRIL 1ST 2014"

- 11AM Follow-up with website guy (late)
- 12:15 Call with SEO consultant
- 3:30 Check-in with branding planner
- Update facebook status x5 today
- Write press release
- Design business cards (figure out how to do this)

NARRATOR (V.O.)  
This is Daniel's daily planner.  
(beat)  
Shocked by high agency fees, Daniel is taking on the task of re-branding his business.

DANIEL IS ON THE PHONE - STOPWATCH TIMER, 0:34 MINUTES

NARRATOR (V.O.)  
He talks to the website guy.

DANIEL  
You don't do graphics?

NARRATOR (V.O.)  
The website guy doesn't do graphics.

DANIEL  
But I don't have a graphics guy.

ANOTHER CALL, DANIEL LOOSENS HIS COLLAR - STOPWATCH TIMER,  
1:21 HOURS

DANIEL  
You write the press release, but  
you don't distribute the press  
release? Who do I talk to for  
that?

AND ANOTHER CALL - STOPWATCH TIMER, 2:48

NARRATOR (V.O.)  
The SEO company.

DANIEL  
What time zone are you in?

DANIEL POURS THE REST OF THE POT OF COFFEE INTO HIS CUP WHILE  
HE TALKS - STOPWATCH TIMER: 3:13

DANIEL  
Okay. So I give him your specs,  
then have him send me the files to  
send to -

NARRATOR (V.O.)  
... he talks to the branding,  
marketing, and the promo people.

DANIEL LIES ON THE FLOOR, ON TWO PHONES SIMULTANEOUSLY -  
STOPWATCH TIMER, 07:03

Daniel glances at the POST-IT NOTE. His goal seems out of  
reach.

NARRATOR (V.O.)  
Instead of focusing on his  
vision...

CLOSE ON: DAILY PLANNER

Filled with scribbles, appointments crossed out and  
rescheduled.

NARRATOR (V.O.)  
... Daniel is the middleman,  
circling back to each service  
provider.

DANIEL ALONE IN HIS OFFICE -- EVENING

He collapses in his chair.

NARRATOR (V.O.)  
At Eyeclectic Media, your vision is  
our passion.

He turns on the desk light, which prompts a SPLIT SCREEN:

RIGHT SIDE OF SCREEN

ECLECTIC MEDIA DIRECTOR faces the camera.

NARRATOR (V.O.)  
Media Director Clifton Johnson, Jr.  
is your point person.

Behind him is a team of EXPERTS, in SILHOUETTE.

NARRATOR (V.O.)  
Your only point person.

Enter FULL SCREEN.

SHOW-REEL MONTAGE...

NARRATOR (V.O.)  
Clifton works with his team of  
branding, marketing, and web design  
people, so you only have to talk to  
him.

- BILL OWENS, GOVERNOR OF COLORADO (WORK SAMPLE)

SUPER: "I was very pleased with Eyeclectic Media. Clifton is  
a consummate professional."

NARRATOR (V.O.)  
Eyeclectic Media has produced media  
campaigns for Governors...

- SENATOR MIKE JOHNSTON (WORK SAMPLE)

SUPER: "The work they did creating video documentaries for our great teachers and leaders bill was a crucial component of our success. "

NARRATOR (V.O.)  
... Senators...

- UNIVERSITY OF COLORADO (WORK SAMPLE)

SUPER: "...Their philosophy of personalized service in addition to being innovative in style met all of the College of Education's needs for this project. I would highly recommend Eyeclectic Media for any of your media needs!"

NARRATOR (V.O.)  
... Universities...

- AARON SLEDGE (WORK SAMPLE)

SUPER: "Working with Eyeclectic Media was a pleasure and an honor. Their creativity and experience was priceless and the bar has been raised."

NARRATOR (V.O.)  
... and Artists.

NARRATOR (V.O.)  
Clifton and the Eyeclectic Media  
team bring you Agency talent,  
without Agency fees.

BACK TO:

SPLIT SCREEN

The creative director and his team of FIVE EXPERTS leave the right side of their split screen, and enter -

NARRATOR (V.O.)  
Eyeclectic Media offers a  
partnership through the life of  
your business.

DANIEL'S OFFICE -- STOPWATCH TIMER, 12:07 HOURS

Daniel is asleep, his head on the desk. Drools over the DAILY PLANNER. WE SEE QUICK SHOTS as each expert cleans up Daniel's desk... crosses off items on his calendar, reflection of his mental landscape clearing.

NARRATOR (V.O.)  
Your job is to do what you do best:  
focus on your vision.

The experts leave, only Daniel remains as he wakes up,  
drowsy.

NARRATOR (V.O.)  
And maybe brew yourself up a fresh  
cup of coffee.

DANIEL'S OFFICE - NEXT MORNING - STOPWATCH TIMER, 0:00

Ready for the day, Daniel admires his post-it note goal:  
"Daniel's Desserts."

NARRATOR (V.O.)  
Your vision. Your story. Your  
voice...

He takes a seat and reviews his daily planner -

CLOSE ON: DAILY PLANNER, "APRIL 1ST, 2014".

He rips the page off, reveals "APRIL 2nd, 2014." Daniel  
scribbles just one entry for the day:

- Call with Clifton at Eyeclectic

CLIFTON (V.O.)  
... is our heartbeat.

Daniel leans back in his chair, on the phone with Clifton.

DANIEL  
Love the website mock-up, can you  
recommend someone to optimize it  
for search?

CLIFTON (V.O.)  
We can do that for you.

DANIEL  
Okay, great.

CLIFTON (V.O.)  
And about the press release -

DANIEL  
- You don't do press releases...

CLIFTON (V.O.)

I have my best press release writer  
finishing it up with a distribution  
date of Thursday, does that work?

DANIEL

Yeah, Thursday is perfect!

CLOSE ON: DANIEL HANGS UP THE PHONE

STOPWATCH TIMER: 0:45 MINUTES