

## **Polaroid Commercial**

**Title:** A Moment in a Moment

**Format:** Television

**Date:** 04/10/2020

**Length:** 60 seconds

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### Video

### Audio

CAMERA UP ON A FAMILY GATHERED AT A DINNER TABLE AROUND A BIRTHDAY CAKE.

SOUND: FADE IN: SOUNDS OF A FAMILY CHATTING AT DINNER THEN SINGING HAPPY BIRTHDAY. FADE OUT. V/O: THERE ARE REGULAR MOMENTS IN EVERYONE'S LIFE THAT SHOULD BE REMEMBERED.

CUT TO SCENE OF THE SAME FAMILY IN THE SAME SETTING WEARING FACE MASKS.

CUT TO SCENE OF A MIDDLE-AGED COUPLE LEAVING THEIR ELDERLY MOTHER IN A NURSING HOME. THE MIDDLE-AGED WOMAN HUGS HER ELDERLY MOM AS THE COUPLE LEAVE.

SOUND: FADE IN: SOUNDS OF A NURSING HOME COMMUNITY ROOM. MIDDLE-AGED DAUGHTER: YOU'LL BE OKAY, MOM. WE PROMISE TO COME SEE YOU TOMORROW. FADE OUT. V/O: THERE ARE MOMENTS OF CHANGE WHEN NEW RESPONSIBILITIES ARE TAKEN UP.

CUT TO SCENE OF THE SAME ELDERLY MOTHER WAVING HAPPILY FROM THE WINDOW AT THE MIDDLE-AGED COUPLE WEARING FACE MASKS STANDING OUT IN THE RAIN WAIVING.

CUT TO SCENE OF A HOSPITAL ROOM WHERE A 3-YEAR-OLD CHILD HOLDS THEIR NEWBORN SIBLING FOR THE FIRST TIME.

SOUND: FADE IN: SOUNDS OF A HOSPITAL ROOM. MOTHER: IT'S THE LITTLE SISTER YOU WERE WAITING FOR. ISN'T SHE TINY? V/O: THERE ARE PRECIOUS, UNREPEATABLE MOMENTS. FADE OUT.

CUT TO SCENE OF THE SAME 3-YEAR-OLD AND HIS FATHER STANDING OUTSIDE WEARING FACE MASKS

FADE IN: SOUNDS OF PASSING TRAFFIC. FATHER: YOUR MOM AND BABY

LOOKING UP AT A HOSPITAL WINDOW.

SISTER WILL BE HOME SOON.

FADE OUT: TRAFFIC NOISE

CUT TO CLOSE-UP OF A KITCHEN TABLE-TOP. ONE BY ONE POLAROID INSTANT PICTURES FALL DOWN, ONE AT A TIME. EACH SHOWS A PICTURE TAKEN DURING THE FIRST OF EACH OF THE ABOVE SCENES.

FADE IN UPBEAT MUSIC:  
FADE SOFT.

V/O: TAKE A MOMENT,  
(PAUSE)

IN A MOMENT, (PAUSE)

FADE IN AT THE BOTTOM OF THE SCENE THE POLAROID LOGO WITH THE SLOGAN

IN A MOMENT. FADE OUT:  
MUSIC. V/O: POLAROID,  
THINK BIG, PRINT BIGGER

CUT TO