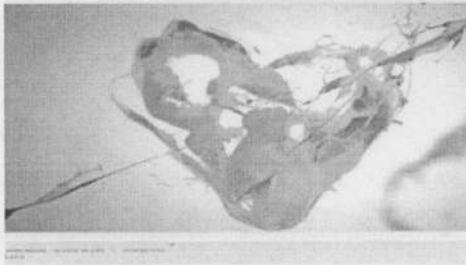


BENJAMIN MOORE – SHADES OF LIFE  
HOMETOWN LOYALTY

**SPEC:**

**MALE OR FEMALE 35-55:** *This is storytelling. It's full of heart and soul. One spot has a hint of nostalgia, the other fairy tale. There's warmth and humor running throughout. Wit and charm. Playfulness. Confidence. Friendliness. Authenticity. It's high end without being posh or stuck-up. Articulate. Interesting voice quality desired....accents ok.*

**Please note:** *looking for some attitude and sophistication in storytelling, w/o being slick. Visually, creating these elements out of VFX. The names of the paint color tell the story and come to life in the visuals.*



**SCRIPT:**

OPEN ON A BENJAMIN MOORE PAINT CAN WITH THE PAINT COLOR WRITTEN ON THE SIDE: MORNING WALK. QUICKLY PAN UP TO PAINT LID WITH THE COLOR. THE SUN RISES OUT OF THE LID.

**VO: From Morning Walk...**

PAINT EXPLODES UP AND COLOR CHANGES. THE SUN BECOMES A COFFEE MUG. DESIGN FORMS ON FOAM.

**VO: ...to Cappuccino Froth...**

PAINT EXPLODES UP AND COLOR CHANGES TO BLUE-GREY. A WOMAN SWINGS.

**VO: ...Porch Swing...**

PAINT EXPLODES UP AND COLOR CHANGES. LIGHTS SPARKLE ALONG CITY STREETS.

**VO: ...to Downtown...**

PAINT FORMS NECK OF GUITAR.

**VO: ...it's all yours. You know its Rhythm and Blues. And it knows your Deep Secret:**

LIPS FORM, THEN A FINGER SHUSHES THEM.

**VO: ...that even when your Wandering Heart takes off...**

GLOBE/HEART/PLANE/BOOKEND

**VO: ...it never leaves Home Sweet Home.**

MULTIPLE LIDS FAN OUT ACROSS SCREEN, SHOWING THE COLOR USED IN THIS STORY.

**VO: For everything that matters, there's a deep, rich, enduring color. It's the color of where you come from.**

**SUPER:** Benjamin Moore® (LOGO) For everything that matters.

**VO: Benjamin Moore. For everything that matters.**