

Television Script

Client: Arizona Lottery
Project: Cash4 TV
Title: "Play hard" :30
Date: 3.6.09
Version: FINAL FOR PRODUCTION

Video

A MAN IS IN A C-STORE, STANDING IN FRONT OF THE BEVERAGE COOLER.

CUT TO A TIGHTER SHOT AS HIS EXPRESSION BECOMES MORE INTENSE.

CUT TO SHOT OF TICKET BEING PRINTED IN SLOW MOTION.

SUPER: \$10,000 Cash

SUPER: No sharing

SUPER: 6 Days a Week

SUPER: Play hard

CUT BACK TO THE MAN.

Audio

MAN: You know how some people talk about "playing" the lottery like they're "playing" space invaders or "playing" the kazoo?

MAN: I PLAY the lottery. Like people PLAY pro football.

MAN: That's why I love the new Cash 4 from the Arizona Lottery. Match 4 numbers and win ten grand. And not like, *a share of ten grand*. TEN GRAND, and it's all mine.

MAN: And you can "play" six days a week. I know I will.
