SHARPIES CAMPAIGN (Spec)
THE REAL JOHN HANCOCK
WRITER: Tony Leonardo

TYPE OF SPOT: Promo
LENGTH OF SPOT: 30
MOVEMENT PICTURES 2018
CONTACT TEL: 646.258.7995

VIDEO

AUDIO

INT. PHILADELPHIA COURTHOUSE, 1776
The delegates gather for the signing of the Declaration of Independence.

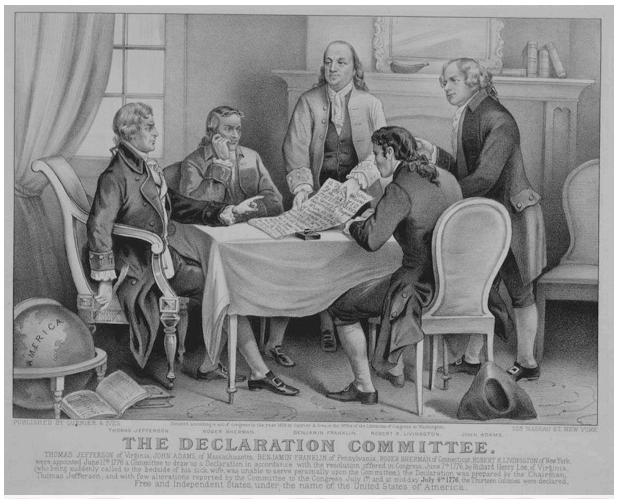
INT SIDE ROOM
Samuel Adams, Samuel Chase, Thomas Jefferson, and John Hancock are quietly talking. They are wearing name tags.

SAMUEL ADAMS
Jeffers, this is one heckuva freedom document you drafted and Hancock (points) provided a touch of class with that regal signature. It's going to last a long time.

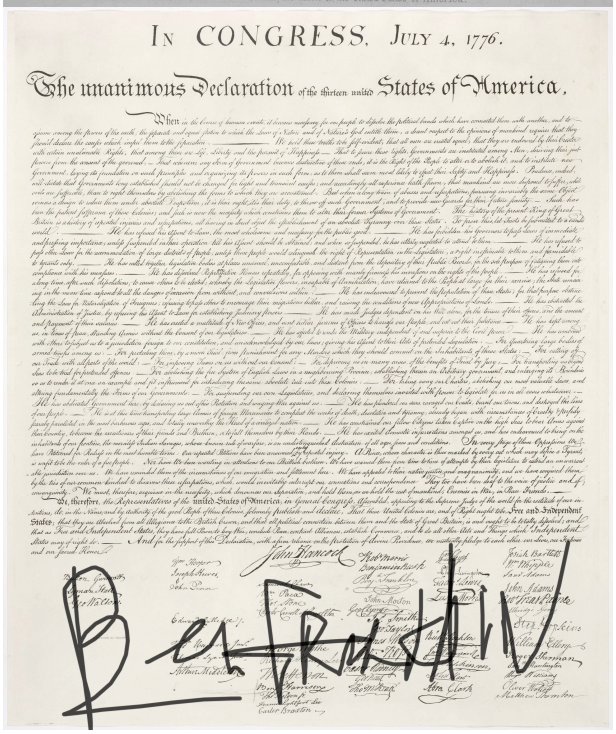
THOMAS JEFFERSON
I'm glad you got that down before Franklin. You know what a big head Ben has.

VO—ROLL CALL
(booming voice)
Franklin of Pennsylvania.

Jefferson and Adams look worried.



MAIN ROOM
BENJAMIN FRANKLIN is sitting down at the table with the Declaration of Independence in front of him. Ben smiles broadly.



He pulls out a SHARPIE marker and pens a large "Ben Franklin" signature below Hancock's.

Ben Franklin GRINS widely to the camera.

CUT TO: Bumper/ Tag

GRAPHICS/VO
Sharpie. Make a lasting Impression.