

You Are Your Job

Swift Momentum YouTube Commercial Script (25 seconds)

Opening scene:

(Trainspotting Parody)

Feet running down the street being chased by cops, then close up on Renton running – music Iggy Pop

VO (Renton):

“Choose life. Choose a career. Choose a “beep”-ing big televisio...”

SMACK

(Fist punches Renton in the face off his feet, mouth and eyes get left behind and fall to the ground)

Hard cut to next scene.

Scene 2:

(Wolf of Wall Street Parody)

Leonardo Di Caprio addressing a room full of brokers

Leo:

“...I’ve been a rich man and I’ve been a poor man and I choose rich every ‘beep’-ing tim...”

SMACK

(Fist punches Leo in the face, teeth go flying and a funny “Ooff” face with his cheek squashed in)

Hard cut to next scene.

Scene 3:

(Fight Club Parody)

Tyler sitting at bar table talking to Jack – pool balls clattering and dance music in background

Tyler:

“...advertising has us chasing cars and clothes, working jobs we hate to buy “beep” we don’t nee...”

SMACK

(Fist punches Tyler in the face, he splutters as his head flies off)

We track out on the fist and see that it belongs to David Sarembock.
Focus on close up of David, background blurred and transition to next scene.

Scene 4:

(The Office)

Camera tracks backwards through an office space as David walks towards it speaking into the camera and to the employees at their desks. At the desks are different software engineers with work open on their computers. Ambient sounds of typing and a copy machine, music building to a crescendo

David Sarembock:

"You ARE your Job.

You're the sum total of the things you DO.

You HAVE to CHOOSE a life that makes you happy and rings true.

If you WANT this.

*You call ME on Monday.

And we'll talk."

*Title block enters on screen:

"SWIFT MOMENTUM
Tech Placement Visionaries
IT | Digital | Telecoms
www.swiftmomentum.co.za"

Overview Tag – only in full version:

(Message for Employers/Clients)

David rises from his desk as he speaks and rearranges objects as he makes a cup of coffees. The sequence of object suggest the following: desktop computing pushed aside by apple ios, ios obscured by Android, Java runs alongside both. Windows goes slick and mobile. Developments in wireless telecoms put Google in everyones hands giving them a dominant position.

"We love what we do. And it makes a difference.

Swift Momentum helps people achieve their dreams and leave a legacy. We connect entrepreneurs and employers with highly talented scarce professionals in a place where they can think big. We have a cutting edge understanding of tech and a genuine friendly concern.

Whether your challenge is finding an senior php programmer with the people skills to lead a team and manage clients. Or an experienced Microsoft or Mobile developer. The people you are searching for are out there, and they are looking for a place where they can make a difference.

So pick up the phone. I have some people you need to meet."