

Finals Week Commercial

1. INT. LIBRARY. DAY

Scene starts off in the middle of the afternoon in the Library. A female student is seen studying and becomes frustrated. Feeling stressed out and receiving a text message, she takes a break and picks up her phone.

Student with care package. Possibly running out of items in care package.

She receives a text from a friend:

"Still studying for finals?"

She replies:

"Ugh, yes. I need a break."

Friend Replies:

"Live It!"

She replies:

"Live it?"

Friend replies:

"Just meet me at 2000*"

2. INT. 2000*. DAY.

The female Penn State student walks across Old Main, through downtown until she arrives at 2000*. She's greeted by her friend holding a LIVE IT! Card.

"So this card is Live It?"

"Yes! You can use this at a bunch of different places in town. Like today, we can pay for 2000* using this card."

The two are entering the store

"That's cool! So it's like a debit card."

"Not exactly. It works more like a gift card. My parents sent this to me so I could take a break from all the finals week stress. Once I got my card, I went to their website (liveitu.com) and found all these events and places I could use it at."

"That's amazing! I should get one of these cards. You know, I walk by here at least once a week and never really stopped to see what this place is about."

"I feel so relieved knowing that after a long study session, I can go do something fun or get something good to eat."

The two students turn to the cashier as the shot blurs and the Live It! logo appears.