

"THE SELFIE"

N°:

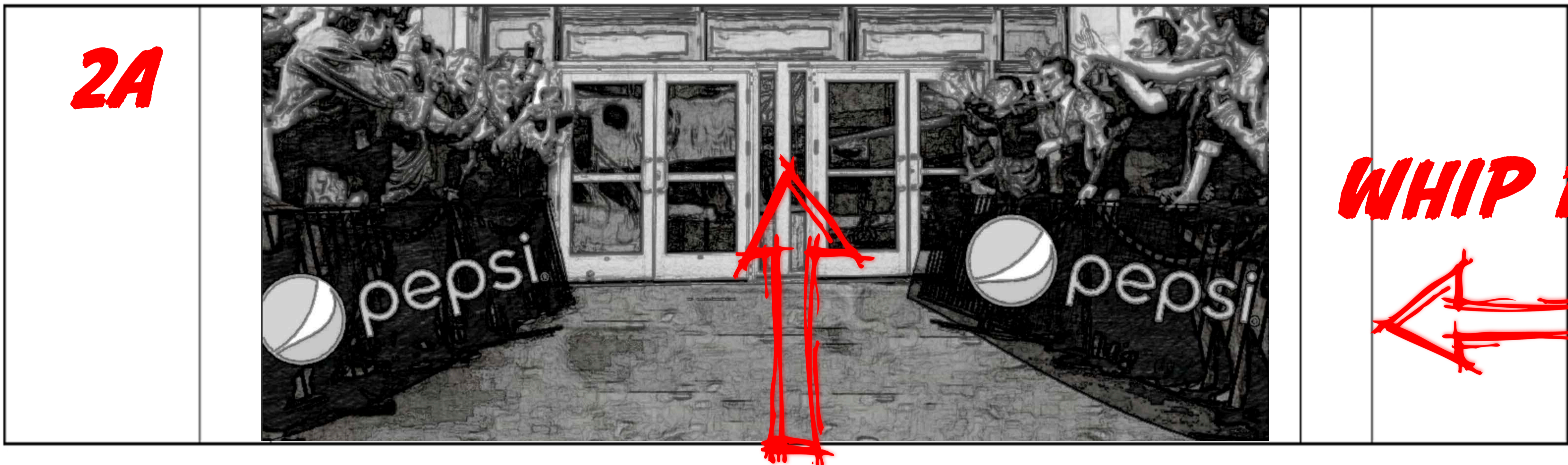
1



CU MESSI EXITING BUS AND WALKING DOWN PLAYER'S WALKWAY AS CAMERAS FLASH. CAMERA TRACKS BACK WITH HIM

N°:

2



M "MESSI POV" TRACKING DOWN HANDHELD ...

N°:

2



WE WHIP TO THE LEFT IN INSIDE FIRST PERSON AS PEOPLE TAKE PICTURES

N°:

2



WE WHIP TO THE RIGHT IN INSIDE FIRST PERSON AS PEOPLE AS FOR AUTOGRAPHS

KEY

NEED MESSI FOR THE SHOT

NEED DOUBLE FOR THE SHOT

"THE SELFIE"

N°:

3



PULL OUT TO AN EXTREME WIDE TO SEE THE CROWD, A PIECE OF THE BUS AND THE PLAYER'S WALKWAY
WE SEE A GIRL ABOVE THE THRONG, CLINGING TO A LIGHT-POST— WE CRASH ZOOM A LITTLE CLOSER TO EMPHASIZE HER

4



LOW ANGLE MCU WITH PEOPLE IN THE FOREGROUND (LONG LENS). GIRL TRYING TO GET A PICTURE...
SHE REALIZES SHE'S TOO FAR AND JUMPS DOWN INTO THE CROWD

N°:

5



MCU TRACK WITH GIRL AS SHE PUSHES THROUGH THE CROWD TOWARD BARRIER

N°:

6



MCU REVERSE POV OF GIRL AS SHE PUSHES FORWARD TOWARD THE BARRIER.
WE SEE A PIECE OF MESSI THROUGH THE CROWD...

*NOTE SHOULD HAVE THE MAN WITH THE FLAG COVER OUR VIEW IN THIS SHOT

"THE SELFIE"

N°:

7



CU EXCITED, THE GIRL PULLS OUT HER PHONE FOR A SELFIE. SHE SMILES WHEN... *WHOOSH*
A FLAG COVERS THE FRAME

N°:

8



MCU HIGH ANGLE BIG BOY WAVING FLAG...
OUR GIRL JUMPS UP AND DOWN IN THE BACKGROUND TRYING TO SEE OVER THE FLAG

N°:

9



HIGH ANGLE CU GIRL LOOKS UP, ANNOYED AT MAN WAVING FLAG
SHE TAKES A BEAT, THEN DUCKS OUT OF FRAME

N°:

10



TRACKING SHOT WITH GIRL AS SHE CRAWLS BETWEEN FEET OF THE CROWD,
CAMERA TRACKS WITH HER PARALLEL, LEGS IN THE FOREGROUND

"THE SELFIE"

N°:

11A



M GIRL POPS UP AT BARRIER BETWEEN HOT GIRLS

N°:

12A



CU GIRL POPS UP AT BARRIER BETWEEN HOT GIRLS
SHE LOOKS UP AND SEES MESSI, GETS HER PHONE OUT FOR A SELFIE...

N°:

13



GLIMPSE OF MESSI ON WALKWAY FROM GIRL'S PERSPECTIVE,
HE'S TAKING SELFIE OR SIGNING AUTOGRAPHS WITH CROWD (SO HIS FACE IS COVERED...)

N°:

12B



CU GIRL GETS EXCITED AND TAKES OUT HER PHONE... *WHOOSH*
MESSI FACE WITH HEARTS COVERS HER— THE GIRLS HAVE HELD UP A SIGN

"THE SELFIE"

N°:

11B



WIDE HOT GIRLS HOLDING UP MESSI SIGN,
WE SEE MESSI WAVE AND PASS BY...

N°:

14



CU HIGH ANGLE GIRL LOOKING AGHAST BECAUSE SIGN HAS COVERED HER,
SHE GETS SAD AND ALMOST GIVES UP, TURNS BACK—

N°:

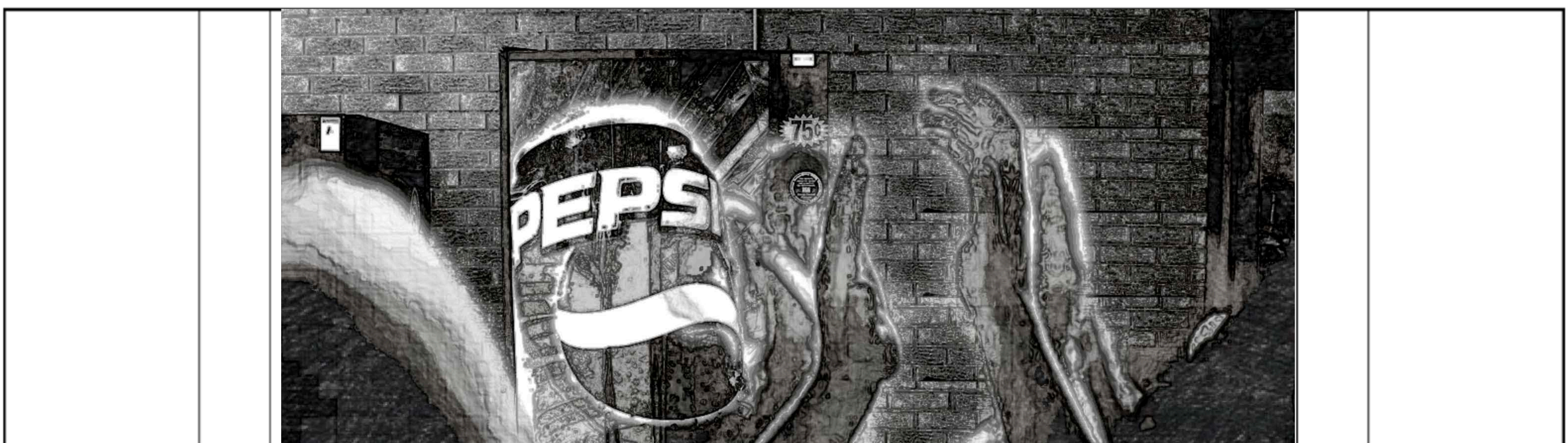
15



CU O/S THE GIRL TURNS BACK AND SEES SOMETHING IN THE CROWD...

N°:

16



M GIRL'S POV AS SHE SEES PEPSI VENDING MACHINE THROUGH CROWD IN FOREGROUND

"THE SELFIE"

N°:
17



M-CU PUSH IN ON MESSI AS HE GREETES THE LAST FAN AND APPROACHES THE DOOR TO THE STADIUM...

N°:
20



ANY EXTRA BITS WE GRABBED FROM OUR "MESSI POV SHOT"—
CU AUTOGRAPH, FANS SCREAMING, CAMERAS FLASHING, FLAGS WAVING... BUILD UP THE PACE AND ENERGY HERE UNTIL...

N°:
18



CRACK!
XCU PEPSI CAN CRACKING OPEN IN SLOW MOTION

N°:
19



CU-M PULL BACK IN SLOW MOTION AS THE GIRL CRACKS OPEN THE CAN
AND THE SOUND TRAVELS TOWARD MESSI

"THE SELFIE"

N°:

20



CU PUSH IN ON MESSI SLOW MOTION AS HE HEARS THE SOUND AND TURNS, AND NOTICES THE GIRL

N°:

21



MCU-CU HIGH ANGLE LOOKING DOWN AT GIRL AS MESSI APPROACHES AND SHE LOOKS UP AT HIM WITH HER PHONE WHILE HOLDING THE PEPSI

N°:

22



HIGH ANGLE MESSI COMES INTO FRAME (GIRL'S POV). HE ASKS HER FOR A SELFIE

N°:

23



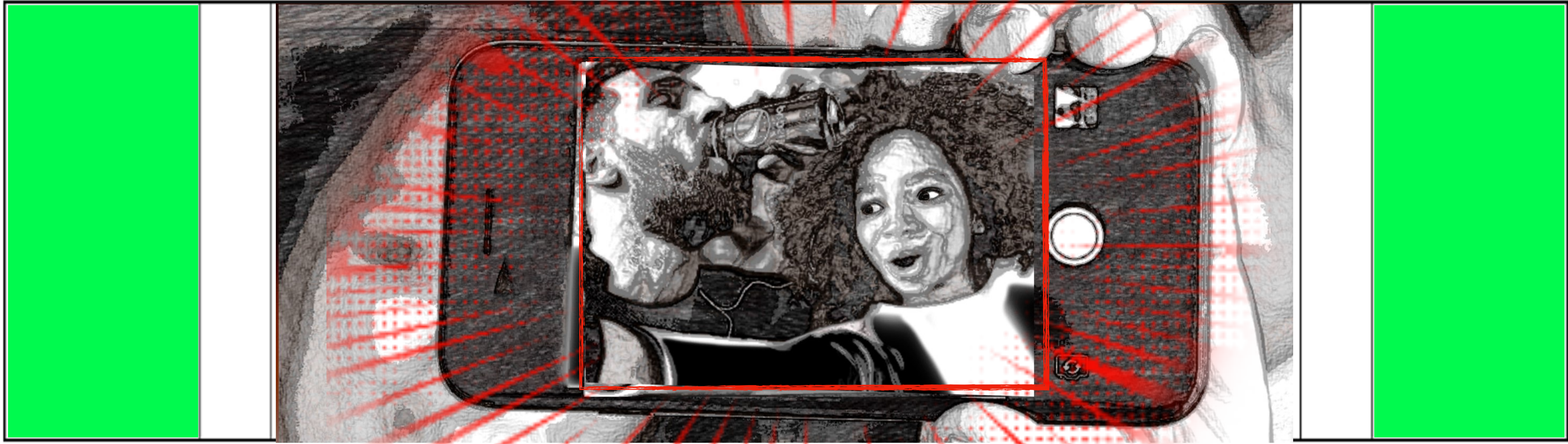
Ideally 2 (3?) camera set-up wide and close

M 2 SHOT OF MESSI AND THE GIRL TAKING A SELFIE, SHE HANDS HIM HER PEPSI AND REACHES OVER THE BARRIER TO SNAP THE SHOT...

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N°:

24



CU PHONE WHERE WE SEE THE SELFIE CAMERA VIEW, WE ZOOM IN TO GET A FULL FRAME OF MESSI AND GIRL TAKING THE SELFIE... HE DRINKS HER PEPSI AS THE CAMERA CLICKS. SNAP! SNAP! SNAP!

N°:

25



CU THE GIRL LOOKS UP AT HIM, "WHAT THE HECK MAN?"

N°:

26



CU "MESSI SHRUGS"

N°:

27



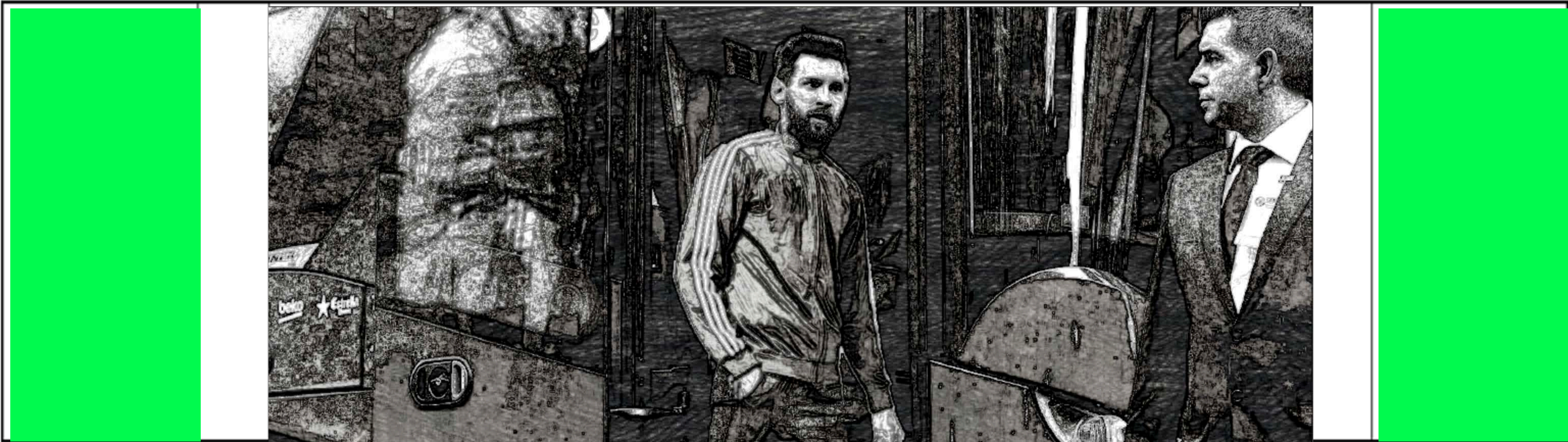
LOGO

SUPER: THIRSTY FOR MORE. PEPSI.

"THE SELFIE"

N°:

28A



MCU MESSI GETS OFF THE BUS ON A DIFFERENT DAY

N°:

29



M WIDE FANS CRACK OPEN PEPSIS

N°:

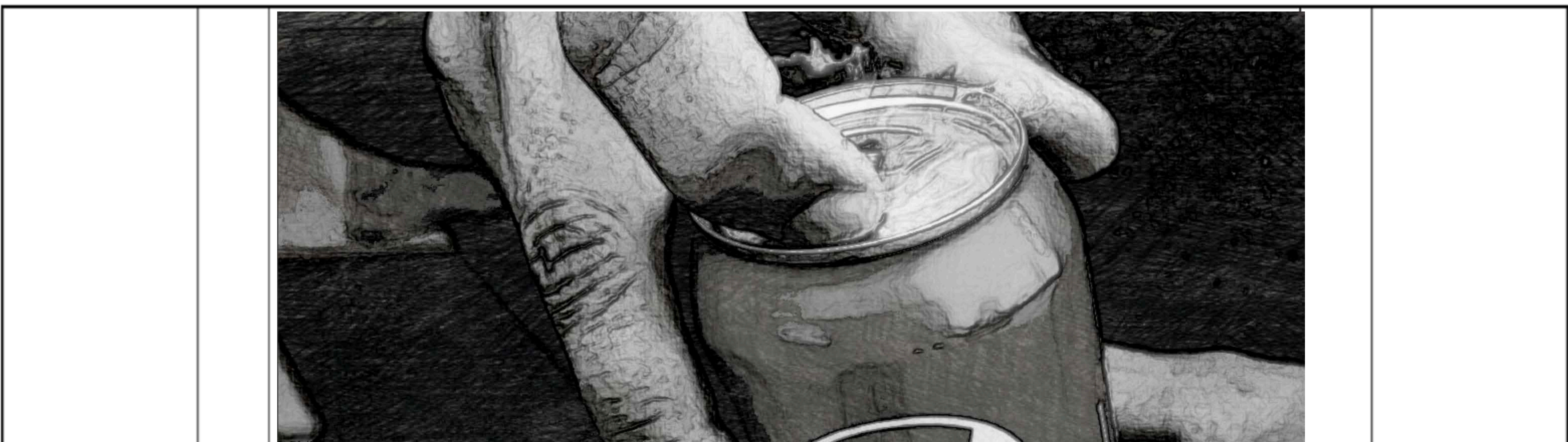
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MCU NEW ANGLE, MORE FANS CRACK OPEN PEPSIS

N°:

31



XCU FAN CRACKS OPEN PEPSI



"THE SELFIE"

N°:

28B



MESSI GRINS AND GRABS HIS PHONE

N°:

32



SELFIE VIEW MESSI TAKES PICTURE WITH FANS