



# Dazzle At All Costs

:05 YouTube pre-roll

Created by Caitlin Nebel

AUDIO: RICH GIRL BY HALL & OATES

Several pre-rolls can be made with this concept as listed below to create an oxymoronic themed series of short spots

Two "wheels" of text spin next to each other emulating a slot machine, stopping on two words one following the other

CUT TO:

TEXT ON SCREEN:

"Sometimes opposites attract"

CUT TO:

Product shot of multiple different stones gleaming together

TEXT OVERLAY:

"Affordable luxury"

Text accompanied with Kay logo

TEXT OPTIONS FOR INTRO:

- Bitter sweet
- Definitely maybe
- Hot mess
- Original copy
- Jumbo shrimp
- Small crowd
- Pretty gross
- Organized chaos
- Deafening silence
- Awfully good