

“Don’t Go”

	Video	Audio
	Global note: In post-production, we will want to adjust the look to make it seem as though this was captured with a smartphone.	Global note: The background music for this commercial should be a playful, upbeat song from an indie band that would grab the attention of millennials and make it more shareworthy.
1.	CU of a millennial hipster “Julia” taking a selfie in the middle of some type of rally.	After she takes her selfie, she turns to the camera and proudly expresses:  “I don’t go to church.”
2.	MS of a small millennial group selfie #1. We can’t see the background, not sure where they are.	After taking their selfie together, they turn to the camera directly and cheerfully say:  “We don’t go to church!”
3.	CU of a millennial male “Jake” who is all tattooed and pierced; we see a guitar strap. He snaps a selfie, probably for his Instagram.	He looks into the camera and says with confidence:  “I don’t go to church.”
4.	MS of a large millennial group selfie #2. Again, we have no idea where they are, but they are together.	After posing for their group selfie, they turn to the camera and say in unison, as though they were cheering for their favorite college team – and a few even start clapping:  “We don’t go to church!”
5.	WS of that millennial hipster “Julia” taking a selfie in the middle of some type of rally. But now the camera reveals that she is at an LGBTQ rally and her sign says: “Love one another. - John 13:35”	Julia speaks into the camera again and says:  “I don’t go to church. I support marriage equality.”

6.	WS of that small millennial group selfie #1. Now we can see the background. Now we can see where they are together. They are feeding the homeless.	They turn to speak into the camera again:  “We don’t go to church. We feed the poor.”
7.	WS of millennial male “Jake” who is all tattooed and pierced, we see his guitar and realize that he’s playing music for sick kids in a children’s hospital.	Jake turns to the camera and speaks again:  “I bring music and joy to the sick.”
8.	WS of the large millennial group selfie #2. Now that we have a wider view, we see they are participating in some type of environmentally friendly cleanup day/recycling program.	They turn to the camera and say:  “We take care of God’s creation!”
9.	Northland church logo, URL, and social icons appear on the screen with the hashtag:  #BeTheChurch	VO:  “Don’t go to church. Be the church.”