

CLIENT: APPLE  
JOB: :30 TV  
TITLE: "Portrait Mode Perks"  
DATE: 04/25/18

Open on a white background with Apple iPhone X located on the right center of the screen and a Windows HP Elite X3 located on the left center of the screen. Both phones display their front camera screens. The iPhone screen features a girl in her twenties who oozes coolness and sophistication. She is snapping photos of herself in a fierce and confident manner. The Windows screen displays another girl about the same age, but lacking that cool component. She is trying to pose for photos much more awkward and unsuccessfully. The phones stay in a fixed position while the girls move around, but it appears as if they are holding the phones for selfies.

MUSIC: "Having Trouble Sneezing," Mark Mothersbaugh.

IPHONE: *Hi, I'm portrait mode.*

WINDOWS: *And I'm a windows front camera. We're both here to capture you during your most confident moments.*

IPHONE: *I offer cool effects and great quality, so I can make you feel better about yourself even on your worst days.*

The girl smiles and snaps a perfect photo.

Next, we see the girl in the windows camera moving around and smiling awkwardly.

WINDOWS: *If I go over to this window for light, I can get a pretty good picture of you.*

IPHONE: *With all new light settings, I can give you professional quality photos without the extra cost or gadgets.*

She flips through the different settings, displaying different types of lighting on herself.

WINDOWS: *I have a front flash.*

The camera flashes and she blinks as if the light was temporarily blinding.

IPHONE: *I can take photos in bursts, on a timer, and adjust the exposure and filter settings so they're perfect for my Instagram.*

She demonstrates as she speaks.

WINDOWS: *I got two likes on my latest post!*

The girl on the iPhone screen looks over with a confused/concerned look on her face, then snaps one final photo, shrugging.

Mac logo appears as the commercial ends.

*(This "Portrait Mode Perks" :30 TV spot was created by Apple. Script courtesy of Andrea Spence.)*

