



**SWALE  
HEATING**

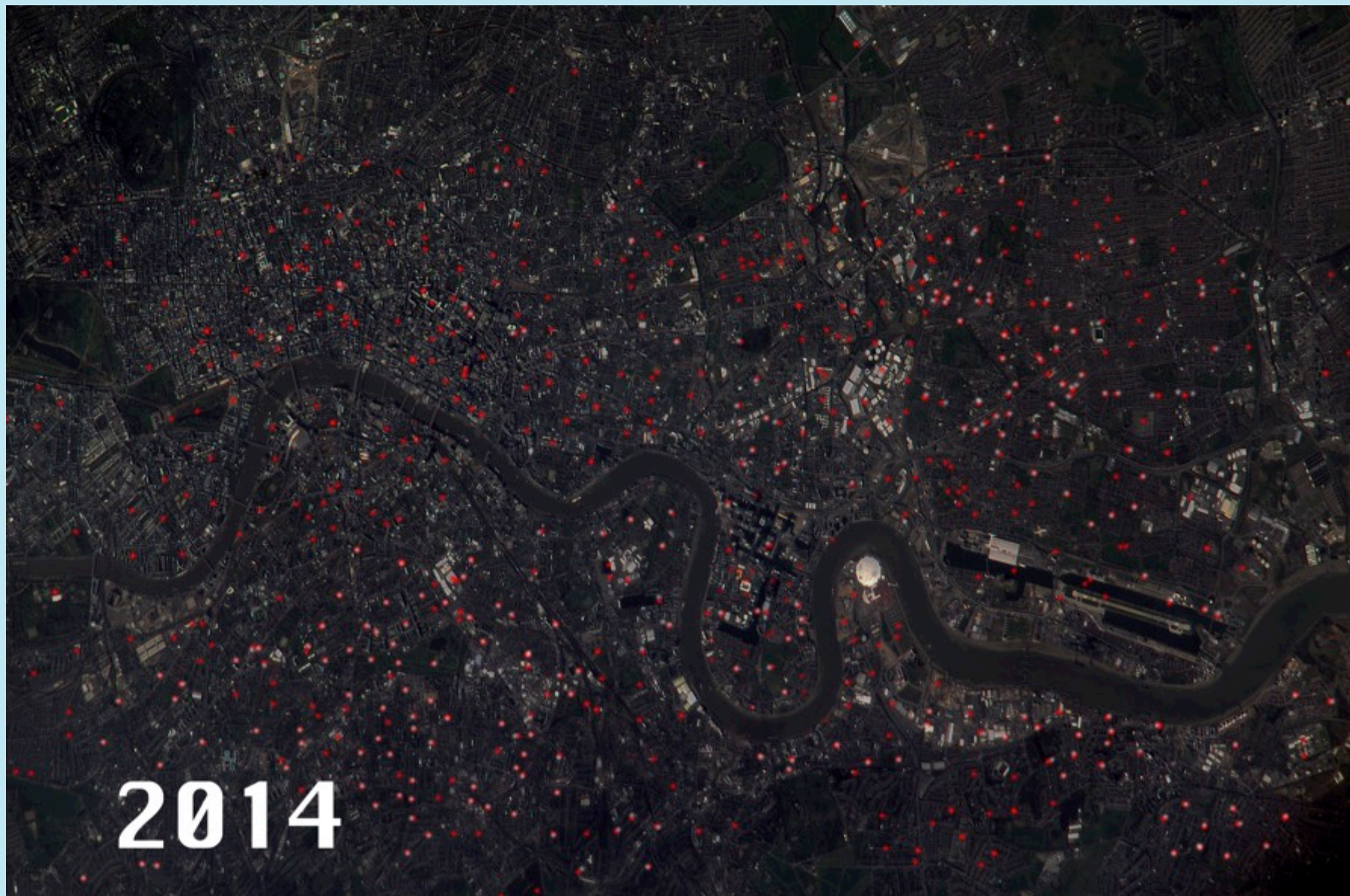
# Idea

Open on a slow moving rotation birds eye view of London (possible CGI) zoomed into a small area (1 mile). The year is shown in the corner of the screen, it reads 1960. Slowly we start to zoom out, revealing more of London. As we zoom out the year starts to increase, like a time machine. When the date moves passed 1972 a small light starts to glow from the map. As the years increase more lights start to pop up around the expanding map of London. Through the 80's and then the 90's and into the 00's more and more lights start to fill the screen. When we reach 2008 the date starts to slow down as each year ticks by. The zooming, rotating map starts to slow down and the rate at which the lights pop up also slows down. We stop altogether when the date reaches 2014. London has stopped moving and the lights have stopped popping up. We hover for a second or two and then suddenly the date starts spinning, increasing speed, 2015, 2020, 2035. London is exploding with lights popping up. As the screen gets so bright we suddenly and extremely zoom into London onto one flashing light. As it sits there glowing the background of London fades to black and we see the light has changed into a pilot light of a boiler. We zoom out again to see the boiler in full. Fade out to fade up to Swale Heating Logo. A caption reads "Swale Heating, Keeping You Warm Since 1972" (Something like that)

# Mood Board









# Music

We have all the time in the world – Louis Armstrong:

<https://www.youtube.com/watch?v=RMxRDTfzgpU>