



**STUDIO CENTER<sup>®</sup>**

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**OLD DOMINION**  
UNIVERSITY

VIDEO IDEAS / 2023



## “Perspective” :30

VID: The spot opens on cellular activity on a slide > zooms out to a student at a microscope writing down observations > zooms out further to show the entire lab > walls fall away to reveal an outdoor forest environment where the students are studying > spot then moves to a montage of the various facets of the ODU experience – classroom, sports, campus, local venues, harbor, beach, etc.

VO: Life is a matter of perspective.

The greater our perspective, the more we know.

And the more we know, the more opportunities we have.

[WALLS COLLAPSE REVEALING FOREST]

At Old Dominion, you’ll learn to see the forest...

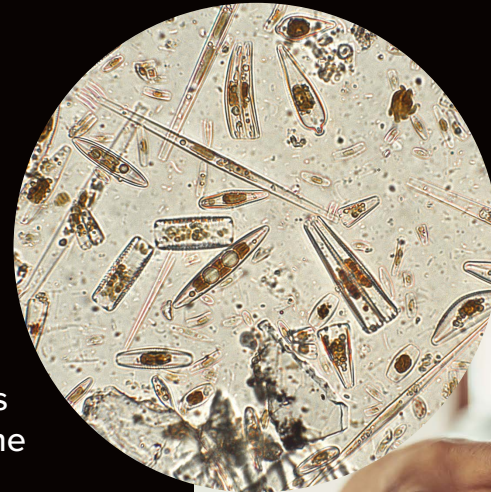
... and the trees.

Taking your experiences in the classroom, in the field or on the court...

... and using them to build a career.

And more importantly... a life.

ODU. The world is your dominion.





## “Meant To Be” :30

VID: Spot opens in a similar manner to Spot A > but when the classroom walls fall away, they reveals an outdoor beach environment instead of trees > spot then moves into a montage highlighting the primary facets of the ODU experience (classroom, sports, campus, local) using different footage or highlighting different facets than Spot A where possible.

VO: As freshman in college, we often feel as if we're living under a microscope.

But before we know it our world begins to expand.

And the walls... fall away.

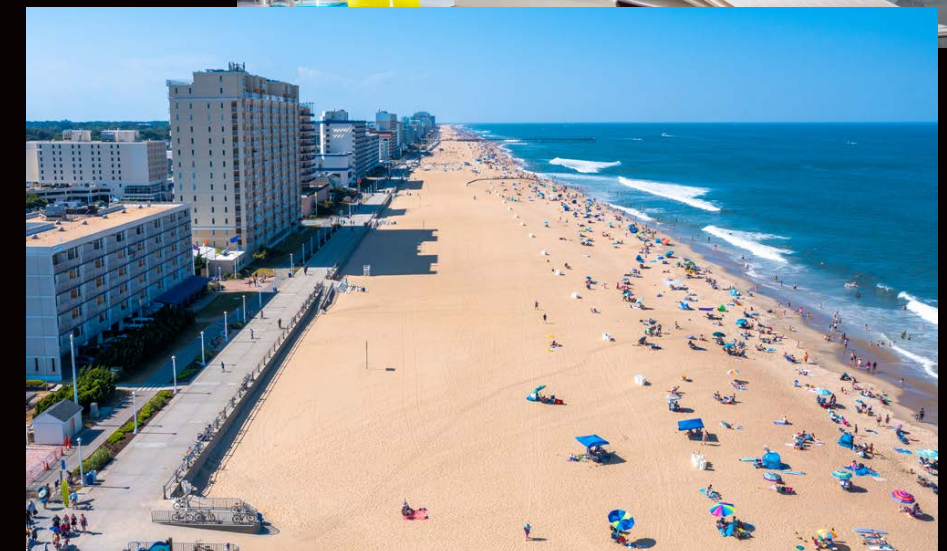
[WALLS COLLAPSE REVEALING BEACH]

What's revealed is not just a world of possibility and opportunity...

... but our true selves.

Because of all the things you'll learn at Old Dominion University, perhaps none is more valuable than learning who you were meant to be.

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## “Options” :30

VID: Spot opens in a locker room with a coach (should use an actual ODU football coach if at all possible) diagramming a play for his players on a white board > zooms out to show the play that was diagrammed being executed on the football field > the play breaks down and the QB has to improvise, tucking the ball under his arm and running for a TD himself > zooms out further to show all of Ballard Stadium, the crowd is going crazy > moves into ODU experience montage.

VO: Here’s the thing about life – it’s all about having options.

The better your education, the more options you have.

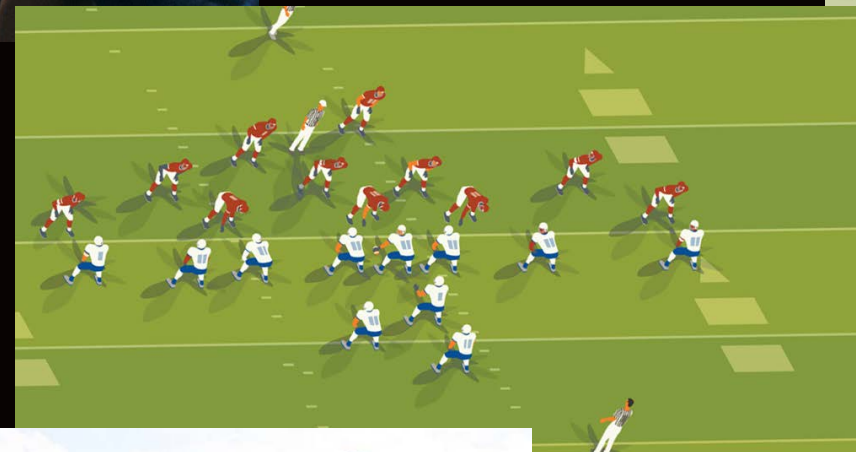
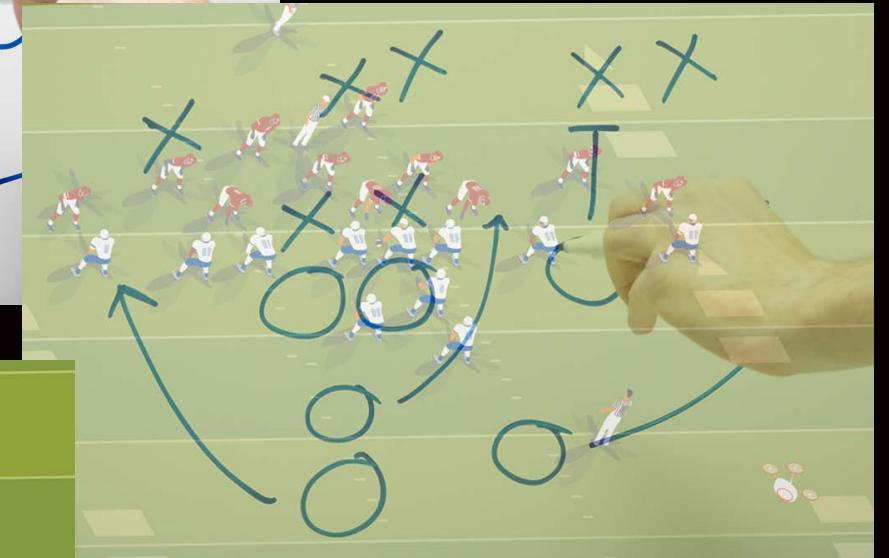
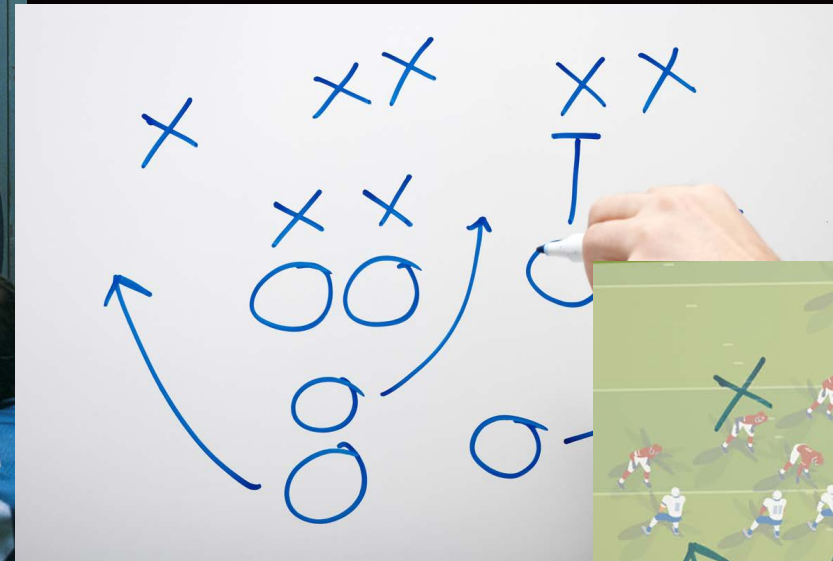
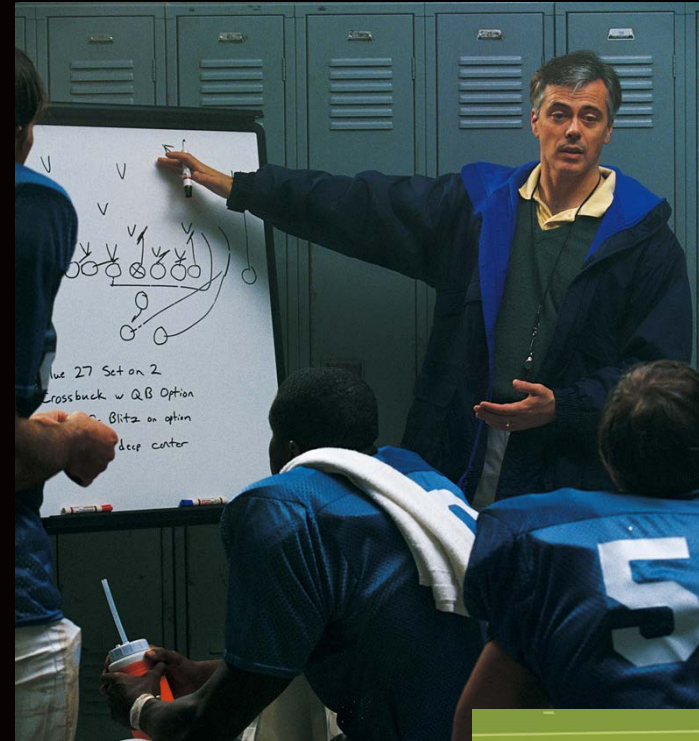
So when things don’t go quite according to plan, you’re prepared.

At Old Dominion University, you’ll learn from some of the best professors in the world.

But you’ll also learn from a wide array of experiences outside the classroom.

That way, when you graduate, no matter what life throws at you, you’re ready to score.

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# “Knowledge” :30

VID: Spot opens on an anatomical drawing of a heart in a textbook > zooms out to show a 3D model of a heart being held by a professor/ doctor talking to a group of students > zooms out show a group of doctors and nurses in an operating room doing an actual heart procedure > moves into ODU experience montage.

VO: It’s been said that to acquire knowledge, one must study.

But to acquire wisdom, one has to live.

At Old Dominion University, you’ll do both.

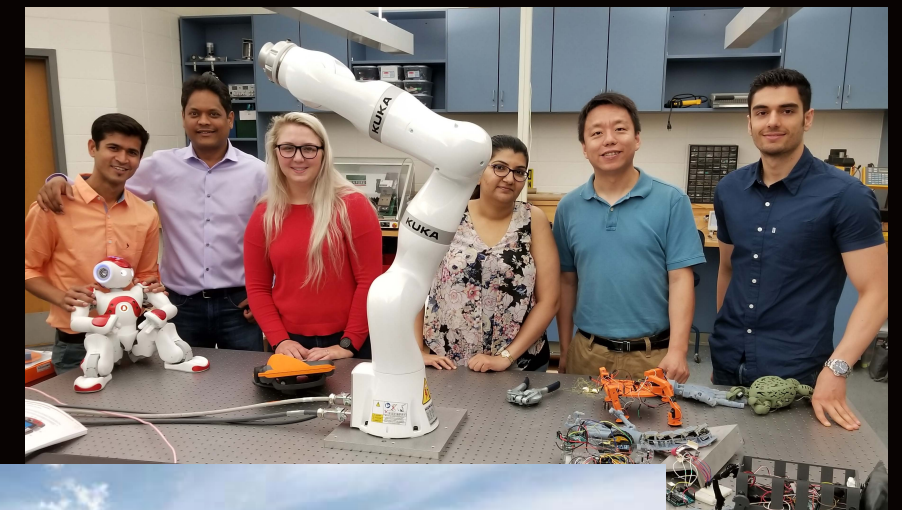
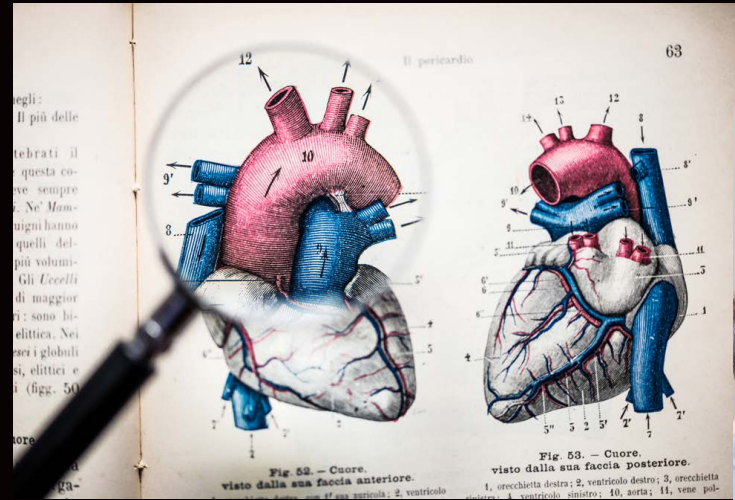
Sure, you’ll hit the books.

But you’ll also hit the operating room, the board room, the harbor, the beach and more.

And when you graduate, you won’t just have a degree in your chosen field...

... you’ll have a degree in life.

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## “Life’s A Beach” :30

VID: Spot opens on a shark swimming through the water, hunting > zooms out to reveal a boat with a glass bottom, students are watching the shark through the bottom of the boat > zooms out to reveal the boat in a vast ocean with the beach nearby > moves into montage of the ODU experience, the Hampton Roads community and how they are linked and offer an ideal environment for the college crowd.

VO: Finding one’s place in the world can feel like a never-ending search.

Do what you love, they say, and you’ll never work a day in your life.

But what if you don’t know what you love?

That’s the beauty of Old Dominion University.

Here, you’ll get outside the classroom. Sometimes way outside of it.

You’ll try new things, meet new people, be exposed to new ideas.

And by the time you graduate you just may discover that life is, indeed, a beach.

ODU. The world is your dominion.

