

**Example-script of the Immaterial Commercial series: Filo:**  
**'The €. 500 note' (nr. 62 of 750).**

- (begin-)leader and tune
- 3x blackbillboarding

**Shot 1: int./ day, tram**

**Image:** : Philomeen sits in a three-quarter filled tram close to one of the multiple midway exits.  
There is a ± 35-year-old mother standing at the door, a bitchy and nagging type of woman and her daughter of ± 8 years old, with a spontaneous observant and bright appearance.

**Shot 2: int./ day, tram**

**Daughter** (while the tram is slowing down,

She is pointing at the floor near Philomeen): *...look mama, a €. 500 note...*

**Shot 3: int./ day, tram**

**Image** : Close-up of the €. 500 note,

**Shot 4: int./ day, tram**

**Mother** (looking whilst holding the child's hand): *...That is not a €500 note!,  
Because otherwise someone else would have  
picked it up by now!...*

**Image** : The doors open.

**Shot 5: int./ day, tram**

**Daughter:** *...but...*

**Shot 6: int./ day, tram**

**Mother** (dragging the child along): *...don't nag! listen! ...  
It is just not real, done! ...*

**Shot 7: int./ day, tram**

The two step out of the tram

**Shot 8: int./ day, tram**

Philomeen crouches and picks up the note.

**Shot 9: int./ day, tram**

**Philomeen** (looking at the €. 500 note): *...this is just like what happens with Human talent! ...*

**Image:** Zooming in of the €. 500 note till black.

**Black screen**

**Filo/ thoughts echo Philomeen:**

**Preconceptions cost money**

**Black screen**

**Shot 10: int./ day, tram**

**Philomeen** (looking up from the €. 500 note to the camera): *...This is just like what happens with Human talent...*

**Fade to black**

- 3 x black billboarding
- (end-)leader and tune.