

"Winds of Change" is national award-winner

Production notes: This 90-minute presentation was produced for BASF Agricultural Division and staged in seven Midwest cities for BASF agricultural chemical dealers. It included an opening video module set in a small town coffee shop, with actors portraying farmers discussing spring planting with their dealer. Next a 45-minute presentation by a “live” professional speaker was combined with video interviews of farmers and dealers. The closing video module returned to the coffee shop as the farmers and their dealer reviewed the successful harvest. Ken Braband of Rocket Ink was selected by Busch Creative Services to write the video scripts, speech, speaker support visuals and collateral print materials. He also worked with the Busch Creative team to write and present the creative proposal to BASF.

The video and accompanying live presentation was winner of the national Golden ARC Award, one of the most prestigious awards in agricultural communications. More than 130 entries in four categories were considered by the Agricultural Relations Council at its Las Vegas convention and competition.

Character List, in order of appearance

Dave Preston

BASF ag chemical dealer and owner of Dave’s “Farm Supply”

He is 45-50 years old, is nice looking but not movie star handsome. Totally credible and believable. Has a friendly yet “smart” face, and a good voice for voice-over sections of the modules. He is neatly dressed with a winter coat (which could be unzipped because of the unseasonal warm weather) with a cap that says “Dave’s Farm Supply”, khaki or blue work pants, and work boots. He carries a large mailing tube with the BASF Total Post logo on the outside. He also carries a leather or vinyl flat folder for his papers. He is knowledgeable about the BASF Total Post system, and will explain the advantages to his growers.

Lois Meyer

Waitress at the coffee shop

She is attractive but not voluptuous. A believable character in her late 20s or 30s. She wears a waitress uniform (or slacks and a blouse) with an apron, and carries an order pad which she can place in her pocket. In contrast to a stereotypical waitress, Lois is highly intelligent, and respected for her knowledge of agricultural economics and mechanics.

Roger Carson

Innovator Soybean Grower

Roger is a grower in his late 30s. He wears fancier Dockers slacks and a stylish shirt. He carries a cellular phone which he carries on his belt (TBD) . He likes to experiment with new ideas when they come along, and is always looking for ways to improve his farm operations. He drives a fancy new 4-wheel drive pickup. Wears a nice cap and fancy shiny Tony Lamas.

Harold Yoder

Conservative Soybean Grower, late adapter

He is 40 - 50 years old, conservatively dressed, jeans and a windbreaker. He is a quiet curmudgeon who pays his bills on time and takes advantage of any cash discounts. He drives a 4-year-old pickup.

Joe McCutcheon

Successful soybean grower -- Early adapter, Community leader

Joe is in his mid 50s, dressed in neat blue jeans and a windbreaker. He is well-respected in the community. Not a flashy guy, but quietly confident and good natured. He is a solid middle-of-the-road grower who could be a Treflan user, also happy with Pursuit.

Extras

Other soybean growers who are customers in the coffee shop. Mostly male, 20 - 50 years old. Wearing unremarkable farm clothing such as nice jeans, khaki pants, windbreakers. No brand names visible on their clothing.

The Winds of Change opening module

Fade up: Scene 1.

Start in Black & White. Exterior, small Midwest town main street in late winter or early spring. The first close-up of a newspaper foreshadows "change" in the wind. But subsequent wide shots and music convey activity and commerce as cars and pick-ups travel by, and people walk the sidewalks and cross the street between stores.

a) A page of newspaper blowing in the street

SOUND F/X: Blowing wind

MUSIC: Establishes our theme. Light moody open a la "Northern Exposure" Sets tone for emotion of Americana, small town commerce and activity

Improvised dialogue woven under -- discussions about the weather, planting, etc.

- b) Shot of downtown main street, cars and pick-ups pass by

- c) Assorted shots of people in the street: people waving to each other, people stopping to chat, grocery boy carrying sacks to a customer's car, person in barbershop getting his/her hair cut

MUSIC: Lyrics begin with two stanza such as:

OH THE WINDS OF CHANGE ARE BLOWIN'
SPREADING GREEN ACROSS THE LAND
CAN'T YOU SEE IT?
CAN'T YOU FEEL IT?
THE ANSWER IS AT HAND
SO SIMPLE IT'LL SPIN YOUR HAT
AT LEAST THAT'S WHAT I OVERHEAR 'SPECIALLY NOW
WHEN FOLKS GET BUSY
AS PLANTIN' TIME DRAWS NEAR

- d) End with "Winds of Change" title treatment (in color) on screen over B&W scene. As color logo fades out, image on screen fades to color.

- e) At conclusion of intro music, newspaper blows across the street

- f) A pick-up truck pulls up and parks at the curb next to the newspaper. The truck, driven by Dave Preston, has a sign on its door: "Preston Farm Supply".

- g) Shot of the pick-up as Dave opens the door. He notices the newspaper, picks it up and throws it into a nearby trash receptacle. Dave is 45-50 years old and is neatly dressed with a windbreaker with a patch that says "Farm Supply", khaki or blue work pants, and work boots. He carries a large mailing tube with BASF logo on the outside. Dave sees us and smiles, and we join him as he walks down the main street sidewalk engaging in friendly conversation.

DAVE:

“Morning! Another great day. That southern wind makes it feel like spring’s coming early this year.”

h) Dave as he walks along the sidewalk toward the coffee shop.

“Weather like this seems to get people stirring. They’re itchin’ to get out and start planting, and they’ll all be out there soon.”

i) Dave walks up to the coffee shop front door and pauses. Neon sign is visible: “Bud’s Bean Counter Cafe”

“But right now they’re gettin’ together to compare notes, like here at Bud’s. Our local coffee shop is one of the most popular spots for all this commotion. This is where you really find out what people are talking about.”

Scene 2. Interior of coffee shop. There are many customers at tables, booths, and at the front counter. (Neon inside the coffee shop matches neon at the BASF cocktail reception.)

a) Shot of door as Dave enters, stops to look around

Sound F/X: (Natural sounds in coffee shop. Clink of spoons, conversation in the background. Music is now filtered as if heard over the coffee shop radio, and it changes to a farm market report.)

FILTERED RADIO VOICE IN THE BACKGROUND:

“Now a look at today’s market report. Soybeans closed up 8 and 3-quarter cents. November beans quoted at six-oh-two. December corn, two cents higher at 2-50 and three-quarters.” (fade out)

b) Coffee shop interior

DAVE (V.O.):

“See what I mean? Looks like this is the place to be this morning.

c) Lois the Waitress talking with a customer at the counter

DAVE (V.O.):

There’s Lois Meyer. When she’s not busy here, she helps work the family farm. If it’s information you’re after, Lois is one of your best sources.

d) Lois walks over to where Roger Carson is seated at the counter. Roger is an “innovator” grower in his late 30s. Wears Dockers jeans and a stylish shirt.

LOIS:

“Morning Roger. How do you like your new pick-up?”

ROGER:

“Pretty good, but it sometimes wants to misfire. The shop can’t seem to find the problem.”

LOIS:

“Could be the fuel injectors. These new injector systems work great when they work, but they seem a might sensitive.”

ROGER:

“Could be, Lois. I’ll have ‘em check that out.”

e) Dave looking at Roger, then at the camera

DAVE:

“The fellow talking with Lois is Roger Carson. Roger’s always looking for a better way. If something will make his operation more

productive, you can bet he'll be one of the first growers to give it a try.”

f) Dave points in another direction to where Harold Yoder is seated

DAVE:

“And that's Harold Yoder over there.”

g) Grower 2 (Harold). He is 40 - 50 years old, conservatively dressed. He sits at a table. When Lois places his bill on the table, he checks it carefully using the place mat to cipher out her tip. He then carefully counts out the change from his coin purse to pay his bill.

DAVE (V.O.):

“Harold farms 500 acres just south of the creek. Likes to take the wait-and-see approach. It's got to be a sure thing before he'll try it on his farm. But he always pays his bills on time, and he watches where every penny goes.”

h) Lois gathers up the change from Harold's table and returns to her position behind the counter.

i) Dave points in another direction to where Joe McCutcheon is sitting

DAVE: “There's Joe McCutcheon.”

j) Grower 3 (Joe) sitting at a booth sipping coffee. Joe is in his mid 50s, dressed in neat blue jeans and a windbreaker.

DAVE (V.O.): “Not a flashy guy, but people around here respect his opinion. Joe farms over 800 acres north of town—and he's in a corn-soybean rotation. Uses a P-P-I treatment followed by a post.”

Joe waves to Dave.

k) Dave by the door

DAVE (TO JOE): “How ya doin’, Joe.”

DAVE (TURNS TO CAMERA AGAIN): “I wanted to get together with Joe this morning. He’s interested in going total post.”

Dave walks out of the frame.

l) Dave greets Joe. They shake hands and Dave sits down next to him at the table.

JOE (with a slight chuckle):
“Morning, Dave. Looks like you came prepared.”

m) Dave unrolls the paper from tube and spreads it out on the table.

DAVE:
“You said you wanted to look at Total Post, so I’m rolling out all the facts.”

n) A shot of the scrolled plot paper that Dave has rolled out across the table. It looks something like a blueprint, and serves as the continuity device for subsequent ADO windows and graphics to highlight the main selling features of Total Post.

MUSIC BED UNDER BECOMES MORE
ENERGETIC

DISSOLVE OR GRAPHIC TRANSITION TO:

Scene 3:

Graphic plot paper background as continuity device for major points that Dave will make to Joe about BASF Total Post. As the background scrolls by, one by one, major points are highlighted by ADOs or 2-D graphics which rise up from the flat background.

a) Graphic background. The words BASF Total Post System appear at the beginning of the background and are highlighted.

DAVE (V.O.):

“BASF’s Total Post system is a whole new way of thinking about weed control. It’s designed to fit the way you want to farm.”

b) Background scrolls across screen and stops at a “flat” ADO freeze-frame image of soybean planting (stock footage or photo). This image lifts up and rolls motion (if video is available of the planting scene).

“Here’s how you benefit. Total post-emergence weed control lets you concentrate on planting.”

page turn (or other transition) to:

c) Video of post emergent soybean herbicide spraying, with broadleaf weeds evident in the crop (stock footage)

“It lets you treat the weeds, not the soil.”

d) Cut to Harold Yoder sitting at the counter. Upon overhearing Dave’s remark, Harold turns his head and, with raised eyebrows, looks over his shoulder skeptically toward Dave and Joe.

e) Dave talking with Joe. As our montage continues, they look down at the plan.

DAVE: "It's going to save you time and money."

f) Graphic background of plan. The background contains a large BASF logo, plus outlines of many BASF ag products.

DAVE (V.O.): "BASF just about wrote the book on postemergent applications, with some of the finest post products available..."

g) ADOs of Basagran and Galaxy containers rise up from their outlines in the background

MUSIC FANFARE OR SOUND F/X AS EACH CONTAINER RISES

"...like Basagran...and Galaxy, the leading products for broadleaf weed control in soybeans..."

h) The graphic background scrolls to reveal shot of grass weeds in a soybean field

"But until recently, the missing ingredient for a Total Post system for soybeans was cost-effective grass control. When BASF lowered the price of Poast Plus, they made Total Post affordable."

i) ADO of Poast Plus container rise up from its outline or breaking through the shot of the grasses

MUSIC FANFARE OR SOUND F/X AS POAST PLUS CONTAINER RISES

"At less than 8-50 an acre, Poast Plus is some of the most cost-effective grass control money can buy."

j) Quick shot of Grower 2 (Harold Yoder) sitting at his table sipping coffee. Upon overhearing Dave's claims, he mutters under his breath to the person sitting next to him.

HAROLD (sarcastically, then smiles and chuckles):
“We’ve heard that one before.”

(Chuckles from the coffee shop crowd at Harold’s cynicism.)

k) Joe and Dave. They both look in the direction of Harold and smile.

JOE: “Harold’s right. We have heard big claims from other companies before. So what makes Total Post the right system?”

l) Dave and Joe looking at the plot paper laid out across the table. Roger walks over to listen in on Dave’s description of Total Post.

DAVE: “It’s backed by a company with 20 years of postemergent experience. And by products that work. Roger can tell you.”

ROGER: “That’s right. I had good results with BASF last year.”

m) Quick shot of Harold sitting at his table, suddenly very interested in what Dave has to say.

DAVE: “And now the new lower price for Poast Plus makes Total Post really affordable, no matter what weed control system you use.”

JOE: “How complicated is it to go Total Post?”

DAVE: “It’s really pretty simple. You spray broadleaf weeds at labeled size. About a week later, you spray for grasses with Poast Plus.

n) (stock footage) Montage of other spraying shots, plus shots of healthy soybean plants in the field, and “beauty” shots of clean soybean fields.

MUSIC: OH THE WINDS OF CHANGE ARE BLOWIN'
GROWERS KNOW THE CHANGE WILL PAY
AT LEAST THAT'S WHAT I OVERHEAR AT BUD'S BEAN
COUNTER CAFE

CLEANER CROPS AT A COST SO LOW
IS WHAT I HEAR THEM SAY
IT'S A SYSTEM THAT REALLY WORKS
TOTAL POST BLOWS THE OLD WAYS AWAY

MUSIC: (Reverts to instrumental, and plays under the following dialogue)

o) Shot of the men gathered around Dave's table, and Harold joins them now.

HAROLD (COYLY):
“You say there's been a price reduction on Poast Plus?”

DAVE:
“That's right, Harold. By more than 30 percent, it's now one of the most economical grass herbicides on the market.

p) Dave as he speaks to Joe.

I'll guarantee you'll see a lot more growers switching to Total Post from BASF. Now... what about you, Joe?”

q) Joe as he nods his head in agreement

JOE:
“Well, I gotta say, it looks pretty good. Let's talk about how we're going to give Total Post a try.”

r) Quick shot of Harold, still skeptical despite the mounting evidence

HAROLD (SARCASTICALLY):

“Yeah, and next year we’ll all give Total Rutabagas a try.”

MUSIC: (Instrumental swells for resolve of opening module)

s) Super title: *The Beginning*

#

(end of opening module)

© 1999 by Rocket Ink