



4/23/2014

Client: NIKE
Product: NIKE BASKETBALL
Title: **ALL I NEED IS ONE** — Nasir Jones 'ONE MIC'
Length: 53 Seconds
Writer: Ade' Craig

VIDEO

AUDIO

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1. POSTERS OF FORMER 'GREATS' HANG DOWN FROM A WALL, NOT FAR FROM A DRESSER WHERE A LAMP RESTS, SPOTLIGHTING COUNTLESS BASKETBALL TROPIES...

AND AS THE ANGLE WIDENS, WE CATCH A GLIMPSE OF A HOODED MAN WITH A DUFFLE BAG OVER HIS SHOULDER, USE HIS LEFT HAND TO SWITCH OFF THE LIGHT BEFORE LEAVING THE BEDROOM.
 2. CUT TO: OTS SHOT OF THE HOODED MAN CASUALLY WALKING DOWNSTAIRS TOWARD THE FRONT DOOR.
 3. CUT TO: A VENERABLE WOMAN WEARING AN APRON, WHILE WASHING DISHES IN THE KITCHEN; PAUSES, TURNS AND LOOKS OVER HER SHOULDER AT HER SON LEAVING.
 4. CUT TO: OTS SHOT OF THE HOODED MAN DRIBBLING A BASKETBALL WITH HIS LEFT HAND DOWN A BROKEN SIDEWALK.
- SFX: NAS — ONE MIC INSTRUMENTAL**
BEGINS FROM .01sec mark.
- NAS (V.O): Logic said give up and take a back seat.
- SFX: NAS — ONE MIC INSTRUMENTAL**
CONTINUES PLAYING **LOW** FROM .05sec mark, WHILE WE HEAR HIS FOOTSTEPS.
HOODED MAN: Ma, I'm going to the park.
- SFX: THE SOUND OF RUNNING WATER AND GLASS DISHES BANGING AGAINST EACH OTHER.**
MOTHER: Okay, love ya. Be safe.
SFX: NAS — ONE MIC INSTRUMENTAL
CONTINUES PLAYING **LOW**.
- SFX: NAS — ONE MIC INSTRUMENTAL**
BANGS HARDER from the .14sec mark. AT THE SAME TIME WE LIGHTLY HEAR EACH BOUNCE OF THE BASKETBALL.
NAS (V.O): It told me that assimilating to what happened isn't all that bad.
NAS(lyrical low): *All I need is one...*