



6/4/2014

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. A LAMP RESTS ON A DRESSER SPOTLIGHTING COUNTLESS BASKETBALL TROPIES EARNED IN BLOOD. IN THE BG, POSTERS OF BASKETBALL LEGENDS HANG DOWN A WALL...

AND THEN THE ANGLE WIDENS AND WE CATCH A GLIMPSE OF A HOODED MAN WITH A DUFFLE BAG OVER HIS SHOULDER. HE USES HIS LEFT HAND TO REACH BEHIND THE DRESSER AND SWITCH OFF THE LIGHT AS HE EXITS THE BEDROOM.
 2. CUT TO: **OTS** SHOT OF THE HOODED MAN CASUALLY WALKING DOWNSTAIRS TOWARD THE FRONT DOOR.
 3. CUT TO: A VENERABLE WOMAN IN AN APRON WASHING DISHES IN THE KITCHEN, PAUSES, TURNS AND LOOKS OVER HER SHOULDER AT HER SON PASSING BY.
 4. CUT TO: **OTS** SHOT OF THE HOODED MAN DRIBBLING A BASKETBALL WITH HIS LEFT HAND DOWN A CRUMBLING SIDEWALK WHERE PATCHES OF GRASS

SFX: NAS – ONE MIC INSTRUMENTAL
BEGINS FROM .01sec mark. COMMOTION, THE SOUND OF A ZIPPER FASTENING SHUT.

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 FOOTSTEPS.
HOODED MAN (deep voice): Ma, I'm going to the park.

SFX: THE SOUND OF RUNNING WATER.
UNTESILS AND CERAMIC DISHES CLANGING 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



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- BREAK THROUGH CRACKS. all that bad.
NAS(lyrical low): *All I need is one...*
5. CUT TO: PARTIALLY SEEN THROUGH A MASS OF PEOPLE, OUR HOODED MAN WAITS ON A SUBWAY PLATFORM AS THE NORTHBOUND TRAIN APPROACHES. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES PLAYING, UNDERNEATH SCATTERED CHATTER AND THE SCREECHING SOUND OF STEEL GRINDING AGAINST STEEL.
6. CUT TO: INSIDE THE SUBWAY CAR, CURIΟΥSTY HAS CAUGHT THE ATTENTION OF A LITTLE BOY HOLDING HIS MOTHERS ARM. **SFX: NO MUSIC, ONLY THE SOUND OF ELECTRICITY AND SCREECHING WHEELS, BELOW MUFFLED CONVERSATION.**
7. CUT TO: OUR HOODED MAN SMILES BACK AT THE INQUISITIVE KID. BOTH RETICENT, BOTH LUCID. **SFX: NO MUSIC, ONLY THE SOUND OF ELECTRICITY AND SCREECHING WHEELS, BELOW MUFFLED CONVERSATION.**
Nas(**V.O**): Logic, huh?
8. CUT TO: FROM THE HOODED MAN'S **POV**, THE LITTLE KID'S WIDE EYES SCROLL DOWN AND STOP MIDWAY. **SFX: NO MUSIC, ONLY THE SOUND OF ELECTRICITY AND SCREECHING WHEELS, BELOW MUFFLED CONVERSATION.**
Nas(lyrics low): *All I need is one...*
9. CUT TO: EXTERIOR VIEW OF THE SUBWAY GLIDING ALONG OLD CHICAGO CITY TRACKS. IN THE BG, DAY FADING INTO NIGHT THROUGH A TIME LASPE. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES **HARD** FROM .24sec mark, AS THE TRAIN'S WHEELS SCREECH.
10. CUT TO: **OTS** SHOT OF THE HOODED MAN MANEUVERING THROUGH DARK WOODLAND. SEVERAL YARDS UP AHEAD, PARK LIGHTS ILLUMINATE A BASKETBALL GAME IN PROGRESS. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES PLAYING **LOW** UNDER THE CRACKLING OF THICKETS AND THE DISTANT SOUND OF A FIERCE BASKETBALL GAME IN PROGRESS.
11. CUT TO: MIXED RACES SITTING ON BLEACHERS, SPECTATING. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES AS WE HEAR SNEAKERS SCREECH AND BASKETBALL JARGON: 'KEEP



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MOVING, ROLL, LOOK UP, GET BACK'.

12. CUT TO: A POINT GUARD SWIFTLY MOVES UP COURT AND PASSES THE BALL AHEAD TO HIS TEAMMATE. **SFX: NAS – ONE MIC INSTRUMENTAL** AND BASKETBALL SHOES SLIDING – SOUNDS OF SHARP MOVEMENTS. POINT GUARD: Yo, you go it!
13. CUT TO: FROM THE OPPOSITE END OF THE COURT, WE SEE THE RECIPIENT RISE FOR A DUNK, GET SWATTED AND FALL HARD TO THE GROUND. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES **LOW**.
14. CUT TO: SEVERAL SPECTATORS GRIMACE AT THE NASTY BLOCK, OTHERS HIGH FIVE EACH OTHER. **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUES **LOW** AS SPECTATORS VERBALLY REACT TO THE VICIOUS BLOCK. SOME CLAIMING FOUL, OTHERS IN AWE.
15. CUT TO: THE RECIPIENT IS ON THE GROUND CLUTCHING HIS ANKLE. RECIPIENT: Ahhh, my ankle. I'm out, yo I'm done. NAS (V.O): But just like I never asked for this...
16. CUT TO: POINT GUARD KNEELING OVER HIS FALLEN TEAMMATE. **SFX: SILENCE EXCEPT FOR NAS – ONE MIC INSTRUMENTAL** PLAYING **LOW**. Nas(lyrics low): Yo, all I need is one(one echoes out).....
17. CUT TO: SPECTATORS FOCUS ON SOMETHING EMERGING FROM THE FOREST. POINT GUARD: We need one! **SFX: NAS – ONE MIC INSTRUMENTAL** CONTINUING **HARD** FROM .55sec mark.
18. CUT TO: FROM THE HOODED MAN'S **POV**, THE POINT GUARD RISES TO HIS FEET, SHOCKED AT WHAT HE SEES. NAS (V.O): I'll never ask for pity. **SFX: NAS – ONE MIC** PLAYING **REAL STRONG** FROM .58 sec mark.
19. CUT TO: OUR HOODED MAN STANDS AT THE BASELINE LIKE A **KING**. WITH HIS HOODY REMOVED, WHEN WE NOW SEE HE ONLY NAS(lyrics **HARD**): *THIS IS MY HOOD, IMMA REP TIL THE DEATH OF IT!*



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HAS ONE ARM.

20. CUT TO: NIKE.

