

Mk2 Tritium Night Sight:
60-second Social Media Spot:

Shot	Video	Audio	Client Notes for Producer
<p>1a :06</p> <p>1b :05</p>	<p>Twilight hours. Start ZOOMED IN on Redfield Target. ZOOM OUT and a rifle is lifted into view of bottom screen. Clear focus on green reticle.</p> <p>Close-up Profile shot, panning from Marksman's eyes to SeeAll scope and barrel.</p>	<p>The sun is setting and you're losing light...</p> <p>But that doesn't mean you should lose your <i>sight</i>.</p> <p>The Mk2 Tritium Night Sight provides the most reliable shot possible <i>every time</i> you need it.</p>	
<p>2a :01</p> <p>2b :01</p> <p>2c :01</p>	<p>Daylight. SCOPE SHOT on clay target. Reticle aims and fires.</p> <p>MATCH CUT TO:</p> <p>Same shot. Dusk.</p> <p>MATCH CUT TO:</p> <p>Same shot. Pitch black with target lit by spotlight.</p>	<p>Daylight.</p> <p>Twilight.</p> <p>Or complete darkness.</p>	
<p>3a :05</p> <p>3b :03</p>	<p>Glamour shots, panning and tilting across products on neutral surface. Both independent and attached to guns.</p> <p>Extreme Close-up panning across the optic.</p>	<p>The result of years of research and testing, the Mk2 is</p> <p>a durable, superbly crafted sight</p> <p>that holds reticle visibility under <i>any</i> condition.</p>	

<p>4a :03</p> <p>4b :03</p>	<p>SCOPE SHOTS of both Delta and Crosshair firing off clays one by one.</p> <p>Lettering over product shots: No Batteries!!</p>	<p>The patented, self-illuminating tritium inlay far outlasts the competition.</p> <p>And it <u>never</u> requires batteries.</p>	
<p>5 :04</p>	<p>¾ Wide Low Angle, hand with pistol in upper left screen - fires direct hit at target 30 yards in b.g., lower right screen.</p>	<p>With the Mk2 you can finally achieve accuracy that is both effortless and dead-on.</p>	
<p>6 :03</p>	<p>Handheld Close-up POV moving around scope and side-to-side, focused on reticle.</p>	<p>Parallax error is a thing of the past.</p> <p>Where your reticle points...</p>	
<p>7 :03</p>	<p>ZOOMED IN on Redfield Target. Bullet holes quickly appear.</p>	<p><i>(5 bullets in quick succession hit the bullseye. CRACK-CRACK-CRACK-CRACK-CRACK!)</i></p> <p>...is <i>exactly</i> where you will shoot.</p>	
<p>8a :03</p> <p>8b :03</p>	<p>Close-up on scope attached to handgun with hands tightening hex wrench.</p> <p>Close-up on mount easily sliding onto rail of rifle.</p>	<p>Our dovetail mount fits the most popular handguns on the market.</p> <p>And the rail adapter works with any Picatinny or Weaver system out there.</p>	

<p>9a-c :04</p>	<p>Various SCOPE SHOTS of Pistol, Rifle & AR-15 hitting different targets. Text graphics: Made in U.S.A. and Lifetime Warranty</p>	<p>Built with high quality aluminum and polycarbonate right here in the U.S. --and packing a Lifetime Warranty.</p>	
<p>10 :06</p>	<p>Wide Shot ¾ Angle of Marksman in foreground with target 50 yards in b.g.</p>	<p>For the easiest, most crystal-clear aim you can imagine...</p> <p><i>(Marksman shoulders his rifle, quickly picks up the target, and--)</i></p> <p>Nothing comes close to the Mk2 Tritium Night Sight.</p> <p><i>(--fires a direct hit -- <u>all in one swift motion.</u>)</i></p>	
<p>11 :04</p>	<p>Rack focus from target in b.g. to gun barrel and reticle center screen in f.g. It shoots and--</p>	<p><i>(Marksman aims high-powered rifle and...)</i></p> <p>Take your shot at expert marksmanship...</p> <p>Hit the link now!</p>	
<p>12 :xx</p>	<p>CUT TO: E-commerce stills of product.</p>	<p><i>(...BAM!!)</i></p>	

Total: 1:00