

**Monster.com**  
*"BeKnown App"*  
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 INTERNET/TV : 45

Video	Audio
Interior of a subway car.  Professional Woman (late 20s) looking at her SmartPhone.  Professional Man (30s) listening to music on headsets, head bopping to music.	
GFX "Exhibit A" under woman.	<b>Exhibit A has taken a minute to download the new Monster.com app, BeKnown, to her SmartPhone.</b>
Professional Man aggressively bopping to his head and flailing his hands.	
GFX: "Exhibit B" under frozen close-up of man	<b>Exhibit B has not.</b>
Professional Woman smiling at her phone.	<b>She gets job alerts sent to her, as soon as they're posted. Of course she could change the frequency but why would she? This one looks good!</b>
Professional Man singing, off key.	<b>Exhibit B receives no such thing. He hasn't taken a minute out of his...(clears throat) busy life to download Monster.com's BeKnown app.</b>
Professional Woman typing into her phone.	<b>With a click of a button Exhibit A can forward her preloaded resume to her new potential boss.</b>
Train stops and all passengers leave except for the Professional Man who is still listening to his headset.  He looks around and sees the passengers leaving. Gets up and takes a Walkman cassette tape player out of his coat pocket and shuts it off.	<b>Some people are just a little behind the times.</b>
(Fade to) Monster.com and the BeKnown logo	

**Image:** Visual representation in form of video, photograph or illustration of location, character, object.  
**GFX:** Graphics to support the audio including logo, on screen text, map.  
**FX:** Special effects that keep the viewer interested with dynamic elements like explosions, fire, sparks.  
**Disclaimer:** Legal explanation of incentive located on bottom of screen in small letters.  
**VO:** Voice Over, copy recorded by voice actor. **Music:** Sets mood. **SFX:** Sound effects.