ICONIC CREATIONS ENTERTAINMENT / SPEC AD CONCEPT

FOR THOSE WITH EXQUISITE TASTE

30-SECOND COMMERCIAL / STORYBOARD

Written by King Pen Gemini

An evening among Black professionals, where connection, accomplishment, and craft meet in the warmth of an upscale lounge.



WOODFORD RESERVE

A cinematic celebration of Black excellence and shared moments.

Spec-pitch concept; no brand affiliation or endorsement implied. Submitted for review only.

THE GATHERING

FRAMES 01-04 | 0:00-0:16

01 00:00-00:04 THE ROOM



CAMERA / ACTION Slow push from the doorway into the polished bar. Find the Black professionals sharing an easy laugh.

SOUND / COPY Low jazz and room tone. VO: “Some moments…”

02 00:04-00:08 THE DETAIL



CAMERA / ACTION Cut to the measured pour, tailored cuff, and a friend’s knowing smile. Keep the moment unhurried.

SOUND / COPY Score builds. VO: “…aren’t made…”

03 00:08-00:12 THE ENTRANCE



CAMERA / ACTION Track with the stylish Black women entering. Let their friends’ warm welcome shift the room.

SOUND / COPY Music opens up. VO: “…they’re crafted.”

04 00:12-00:16 THE BOOTH



CAMERA / ACTION Move into the corner booth as the mixed group settles into conversation and shares a toast.

SOUND / COPY Natural laughter and a soft glass chime.

THE MOMENT

FRAMES 05-08 | 0:16-0:30

05 00:16-00:19 THE LIGHT



CAMERA / ACTION Tilt to the chandelier; rack focus through crystal as golden light scatters across the lounge.

SOUND / COPY Music breathes; add a subtle shimmer.

06 00:19-00:23 THE ARRIVAL



CAMERA / ACTION Exterior wide as a refined car arrives. Black guests step out and head toward the entrance.

SOUND / COPY City-night ambience sits under the score.

07 00:23-00:27 THE TOAST



CAMERA / ACTION Circle the full gathering as glasses rise together. Hold on the shared moment before the cut.

SOUND / COPY VO: “Woodford Reserve. For those with exquisite taste.”

08 00:27-00:30 THE ICON



CAMERA / ACTION Locked hero shot on dark polished wood, edged in caramel-gold light. Use the approved bottle and label.

SOUND / COPY Resolve music. Add the approved tagline, brand mark, and legal copy.