

Morning  
Glory wants to know  
What's  
your story?



**The White Background.** In our first background we have the girls up against a clean white background. This background accentuates the personalities of the girls. It brings them to the forefront and allows the viewer to focus on them and their thoughts. We picked our girls in accordance to how natural they came off and how passionate they were in regards to their life and career here in New York City. All traits that Becky (Rachel McAdams) possesses in the movie.

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**Graphic Text.** Our Graphic text background highlights the key themes of both the film and the girls. Words such as Love, Creativity, Crazy and New York City, set the pace for the movie and allows the viewer into the head of the characters both in the movie and in our spot. It brings to the forefront the themes that these girls are expressing with such determination and passion.

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**New York City.** Our New York City background puts the viewer directly into the shoes of Becky (Rachel McAdams) and the girls of our piece. It shows the city of the movie that, in it's own way, becomes a character in of itself. The girls in our piece all discuss living in New York City and what it takes to survive and we believe showing this aspect of the city allows viewers to create a more vivid imagination in placing these girls in their own environment.