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Client Benjamin Moore
 Job: 1471A0223-10
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 Revision No: AS RECORDED
 Proudly Particular
 Job: "Paint Drying" :60 TV

OPEN ON A PAINT ROLLER ON AN EXTENDED POLE PAINTING A WALL WHITE.

VO: **"It's like watching paint dry."
 That's how the world describes boredom.
 But some of you know paint can bring a wall to life.**

FR VO: **« Regarder la peinture sécher. »
 Plusieurs disent que c'est ennuyant.
 Mais vous savez que la peinture peut ramener un mur à la vie.**

*Backtranslation: "Watching paint dry."
 Many say that it is boring.
 But you know that paint can bring a wall to life.*

WE SEE A SUCCESSION OF DRAMATICALLY PAINTED WALLS. A GLASS REPLICA OF A HUMAN BRAIN APPEARS ON A STAGE AND IS FILLED WITH SWIRLING COLORS, AND THE WORD "PARTICULAR" LIGHTS UP IN NEON ORANGE BEHIND IT.

VO: **Because you are particular. And that's good.**
 FR VO: **Parce que vous êtes exigeant. Et c'est très bien comme ça.**

Backtranslation: Because you're setting high standards. And that's very well like that.

WE SEE A WALL OF COLOR CHIPS RAPIDLY CHANGING COLOR, UNTIL THEY ALL TURN TO WHITE. THEN WE SEE PAINT CHIPS FOR THREE SHADES OF WHITE.

VO: **Particular helps you find the perfect color.
 It helps you see the difference between Dune White, Cloud White, and White Rock.**

FR VO: **Être exigeant vous permet de trouver la couleur parfaite.
 Vous percevez la nuance entre un blanc neige, un blanc nébuleux et un blanc alpin.**

*Backtranslation: Setting high standards allows you to find the perfect color.
 You see the difference between Dune White, Cloud White, and White Rock.*

THE CAMERA ZOOMS IN ON SOMEONE TOUCHING UP A VERY SLIGHT FLAW IN THE PAINT AROUND A LIGHT FIXTURE.

VO: **And you never miss a spot.**
 FR VO: **Aucun détail ne vous échappe.**

Backtranslation: You never miss a detail.

CUT TO SCULPTURES IN FRONT OF A MUSEUM, A WALL FULL OF COMPLICATED MATHEMATICAL FORMULAS, AND A ROCKET LAUNCHING.

VO: **Look, particular people make the best art.
 Math and science are particular, and we need those.**
 FR VO: **Voyez-vous, les gens exigeants créent des chefs-d'œuvres.
 Les maths et la science sont aussi exigeantes, il le faut bien.**

*Backtranslation: See, people setting high standards create masterpieces.
 Math and science are also asking for efforts, it must be/that's how it must be.*

*Note: *"Exigent" also means asking for efforts – it's the same word in French, but not in English (it might be confusing in the backtranslation!)*

WE CYCLE THROUGH A SERIES OF ARTISTIC AND FUNCTIONAL OBJECTS.

VO: **Every nice thing was made by someone particular.**

FR VO: **Chaque belle chose a été conçue par quelqu'un d'exigeant.**

Backtranslation: Every nice thing has been made by someone setting high standards.

CUT TO STYLISH AND ARTISTIC-LOOKING PEOPLE ON COLORFUL BACKGROUNDS, WITH SUPERS BEHIND THEM.

SUPERS: Do it Right.
DETAILS MAKE DESIGN
THE PROFESSIONAL

FR SUPERS: **Faites bien les choses.**
LE DESIGN EST DANS LES DÉTAILS
LE PROFESSIONNEL

Backtranslation: Do it Right.
THE DESIGN IS IN THE DETAILS.
THE PROFESSIONAL

VO: **So go on, do it right! Nail the details and always aim for perfect.**
Be proudly particular.

FR VO: **Alors faites bien les choses! Ciblez les détails et visez la perfection.**
Soyez fier d'être exigeant.

Backtranslation: So do it right! Nail the details and aim for perfection.
Be proud to set high standards.

AT THE END OF A SUCCESSION OF DRAMATIC, COLORFUL IMAGES OF PEOPLE AND PAINT, WE END ON A WOMAN WEARING A VIBRANT YELLOW DRESS AND SHOES IN A BRIGHT YELLOW ROOM WITH YELLOW FURNITURE.

VO: **At Benjamin Moore, that's how we make paint like no other.**

FR VO: **Chez Benjamin Moore, c'est comme ça qu'on fait une peinture inégalée.**

Backtranslation: At Benjamin Moore, that's the way we make paint like no other.

WE SEE THE BENJAMIN LOGO AND TAGLINE ON A BLACK BACKGROUND.
SUDDENLY AN EXPLOSION OF ORANGE ERUPTS BEHIND THE LOGO.

VO: **The standard for paint professionals. Only at local paint and hardware stores.**

FR VO: **Benjamin Moore. La référence des professionnels de la peinture. Seulement chez votre spécialiste de la peinture et les quincailleries locales.**

Backtranslation: Benjamin Moore. The standard for paint professionals. Only at your paint specialist and local hardware stores.

SFX: **LOUD DOOR SLAM**

WE RETURN ABRUPTLY BACK TO THE WHITE WALL FROM THE BEGINNING, WITH THE PAINTER (IN A BENJAMIN MOORE T-SHIRT) HOLDING THE ROLLER AND LOOKING AT IT.