

Target Nate Berkus :30 Introduction

The spot opens with quick-cut audio atmosphere setting. Each new visual, from NATE's jog along a city block to a stoplight and an array of colorful fabrics, provides an accompanying audio clip, from which we quickly cut to:

NATE (VO): I'm inspired by everything ...

In black & white footage, we see NATE running on a city block, clad in workout clothes, with large stylish guy sunglasses on his face. We cut from NATE running in slow motion to quick, colorful clips of City Life: a busy metropolitan street, filled with pedestrians, cars, and cyclists; a brown building covered in graffiti; an artful, Escherian look up at that building's fire escapes.

We cut back to a profile shot of NATE, still jogging in slow motion. His VO returns.

NATE (VO): ... travel, history, art, photography, paintings, you name it ...

We rapid-cut between an array of images that bespeak diversity and variety, and that match what NATE is naming in his VO: a grinning artist, a wall of photography panels, a collage, a sculpture, more colorful fabrics—then back to a city block in motion. A trumpeter trumpets before ...

We cut to NATE sitting in a stylish-looking apartment and facing the camera head on, this time in casualwear.

NATE: The key to telling a story with your home ... starts with one object that you love.

We cut between a few objets d'art: a Nate Berkus-branded box, an old-looking briefcase, a sculpture of an antlered animal's head upon a book.

NATE (VO, over image cuts): It's always about layering, and rooms that feel assembled over time.

We cut to NATE hanging what looks like a yellow tortoise shell on a white brick wall.

NATE (VO, over image cuts): I've always believed that your home should tell your story, and I hope that you find things in my collection that help you tell yours.

We criss-cross-cut between two more arty tableaux, and the lines of the criss-cross transform into the Nate Berkus LOGO.

LOGO: Nate Berkus™

LOGO: Target Bullseye®. Expect More. Pay Less.®

We cut to NATE jogging around in his sunglasses while jazzy music brings the spot to a climax.

SUPER: arriving
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Target.com/nateberkus