World Gold Council
Brand Film

	Visuals	***Voiceover***
1.	We open in the vastness of space. Flying towards colourful nebula, like clouds in the darkness.	*In the beginning, there was only chaos.* *Formless dust in the vastness of space.*
2.	Two stars collide. Within the light from that explosion, bubbling liquid gold.	*Then, forged in the white hot heat of colliding stars – gold.*
3.	From the explosion, asteroids shimmering with gold are jettisoned across space.	*Wonderous, lustrous, shimmering in its incandescent beauty.*
4.	Stunning early treasures, for instance, Inca sculptures of the sun, an Egyptian sarcophagus, a Greek statue.	*Discovered by humankind in antiquity.* *The alchemy of dreams.*
5.	A golden Buddha.	*Gold… a symbol of our spiritual journey.*
6.	A prestigious person wearing lots of gold jewellery, maybe even a crown if we can find that. Shot tbc, but ideally with a modern contemporary feel.	*Of our prestige*
7.	Gold coins fall through the frame.	*Of our wealth and trade*
8.	A bank vault filled with gold bars	*Of our security*
9.	Gold medal or trophy held aloft.	*It's the best we can achieve*
10.	We see a close up of a stunning gold ring.	*It's how we express love*
11.	Shots of gold being shaped and sculpted. It is stretched into very thin wire or hammered into a virtually transparent sheet.	*It can be shaped, sculpted, cast and stretched like no other.*

12.	Shot tbc following research – but ideally an experiment where multiple metal wires are connected to lightbulbs. Acid is applied and all of the wires, except the gold one, melt, turning their lights off.	*It doesn't tarnish or corrode, and electricity flows freely through it.*
13.	An abstract shot of the periodic table shows gold's premiere position among the "noble metals".	*Unique qualities only found together in a single element, the noblest of all metals.*
14.	We fly over a microchip in close up. A family connect on Skype or Facetime.	*That's why it's in our computers and our smartphones, enabling us to connect and share.*
15.	The stars streak across the clear sky above a mountaintop observatory.	*It's in our electron microscopes and our mountaintop telescopes, helping us to see deeper and gaze further.*
16.	We fly over a vast solar array in the desert.	*It's improving the efficiency of renewable energy sources.*
17.	Tiny particles sparkling as they float in an industrial vial.	*The tiniest nanoparticles make industrial chemical reactions more powerful.*
18.	Tbc – but ideally a computer monitor showing an CT scan style image. On the image, we see a particles inside a human body.	*While gold is helping to advance the diagnosis and treatment of disease.*
19.	A beautiful and abstract shot reminds us of gold's allure, before we re-cap of some of its diverse uses – we see jewellery, gold connections in a motherboard, the reflective coating on glass. We end this sequence looking to space.	*After thousands of years at the heart of our customs and traditions, we've only just begun to discover gold's real value, enabling important innovations through its unique nature.*
20.	A space telescope with polished gold mirrors flies past. An astronaut's helmet has a gold covered visor. A rocket flies in space. We see a nebula in the vastness.	*And Gold, as ancient as the stars, is helping us to explore the universe.* *And some day, with its help, we may even travel to where it once was born.*

21.	Logo	
End		