Martin McKean World Gold Council Promo

Updated: 12/12/18

	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.	Planet Earth. Asteroids fall from the sky.	Travelling across the universe until it reached the 3 <sup>rd</sup> planet from our sun – Earth.
5.	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.
6.	A golden Buddha.	Gold a symbol of our spiritual journey.
7.	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
8.	Gold coins fall through the frame.	Of our wealth and trade
9.	A bank vault filled with gold bars	Of our security
10.	Gold medal or trophy held aloft.	It's the best we can achieve
11.	Golden sparks float in the dark sky, like fireflies. From the sparkling light, an abstract glittering eye blinks.	It's why we have the golden rule and the golden age.

10	We see a close up of a stupping	It's how we express lave
12.	We see a close up of a stunning gold ring.	It's how we express love
13.	Shots of gold being shaped and sculpted.	Of all the minerals on our planet, it's the most special.
	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.
14.	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.
15.	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.
16.	We fly over a microchip in close up, glimmering with gold connections.	It's why gold is a critical component in humanity's technological revolution, touching every aspect of our lives.
17.	A family connecting on Skype or Facetime.	That's why it's in our computers and our smartphones, enabling us to connect and share.
18.	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.
19.	We fly over a vast solar array in the desert.	It's improving the efficiency of renewable energy sources.
20.	Tiny particles sparkling as they float in an industrial vial.	The tiniest nanoparticles make industrial chemical reactions more powerful.
21.	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.
22.	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	After thousands of years at the heart of our customs and traditions, we've only just begun to discover gold's real

	motherboard, the reflective coating on glass. We end this sequence looking to space.	value, enabling important innovations through its unique nature.  It's now vital in industry, communications, medicine and technology – and who knows what other diverse uses we'll find for this most special of metals in the future.	
23.	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.  It protects us as we explore.  And some day, with its help, we may even travel to where it once was born.	
24.	Logo		
End			