

## Notable Music

**PRODUCT NAME**  
**American Express**

**Tony Bennett**  
**“Colors of My Card”**  
**60 sec.**

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**12/06/2007**

1. Open to a wide shot of Tony Bennett’s studio/gallery in New York City.

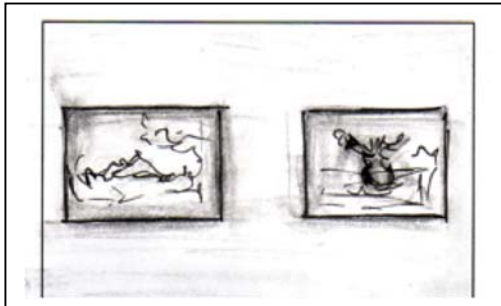
The space is elegant yet worked in. The artist sits in an open area working on his newest piece.



Music: “The Colors of My Life.”

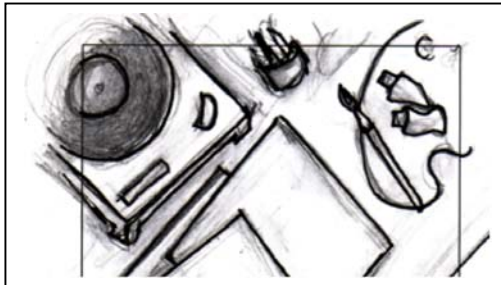
VO: “Sometimes it takes a lifetime to learn.”

2. Tony’s past works adorn the walls creating a colorful atmosphere



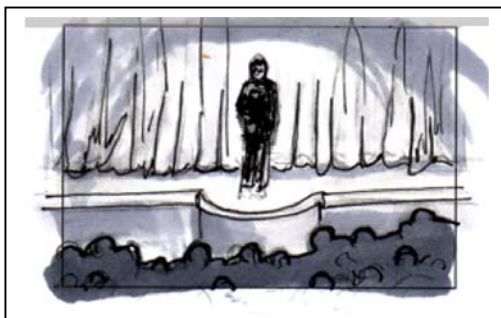
V.O. “At the age of 81, I’m fortunate to have realized myself as a painter and as a singer.”

3. Albums from Tony’s past works rest on a work table, next to a classic record player. The turntable spins as the needle floats across the vintage vinyl.



Music: “The Colors of my life are bountiful and bold.”

4. Tony in a crowded club performs the song.



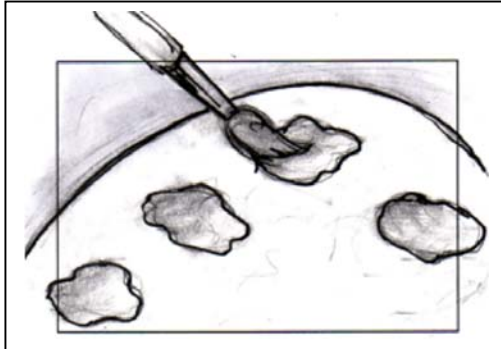
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5. Tony’s brush tip touches a classic painters pallet sucking pigment into the bristles



VO: “I have to chuckle at the thought of myself as a 9 year old kid....”

6. Strolling through a NYC neighborhood Tony comes across kids drawing with chalk on the sidewalk. He smiles as he breathes in memories.



VO: “When my workshop was the sidewalk in Astoria Queens.”

7. Sitting near a window Tony receives inspiration from the world outside, sketching ideas onto pad.



Music: “The purple glow of indigo.”

VO: “To observe the world’s beauty and transfer it to the canvas is an invigorating experience.”

8. Tony walks through an art gallery/museum with his grandchildren. The camera dollies with them as they stroll.



V.O: “I was busy at work on my latest masterpiece when.....”

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9. Tony and the kids stop to soak in one of his favorite paintings. He shares with his offspring why he feels it's beautiful.



VO: “when I was approached by James McKwinney, a teacher who lived in my apartment building.”

10. Tony focuses intently on the work, his brush between his teeth as he envisions the next array of strokes.



Music: “The gleam of green and gold.”

VO: “He asked me if I would seriously like to learn to paint.”

11. Patrons walk through Tony's gallery enjoying his work. They select a piece to purchase.



Music: “The splendor of a sunrise.”

VO: “It was on that peaceful day, under the new teachers watchful eye, I fell in love with painting.”

12. Tony continues to work on the new painting.



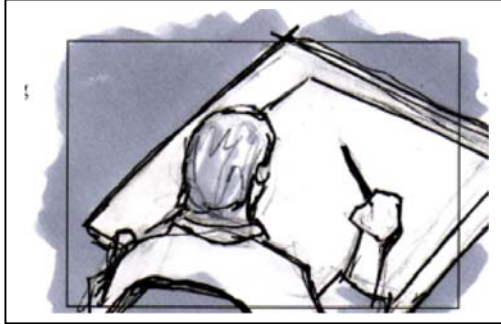
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13. The camera cranes over Tony’s shoulder rising high above his working area.



Music: “The dazzle of a flame.”

14. Tony sits at a table at the venue where he performed. He intently works on a sketch.



VO: “For most of my life, I’ve chronicled my travels and the people I’ve met by sketching and painting them.”

15. Tony continues to perform up on stage.



VO: “If I had to pinpoint the essence of my work, I would say that the human face tells me the whole story.”

16. Patrons enjoying Tony’s performance.



VO: “It’s the map sculpted by nature that has led me to the wondrous world of art.”

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17. Tony's walks through an art store, loading up on supplies.



18. The camera cranes up from behind the counter revealing Tony dropping the supplies on the counter.



Music: “The colors of my life.

19. Tony stands profile laughing and sharing his signature smile.



VO: My name is Anthony Benedetto...

20. Tony interacts with the crowd.



...you may know me as Tony Bennett.

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21. Tony stands in the foreground his painting rests on an easel in the background.



Music: ...”will leave a shining light.”

22. Tony walks the hall of the museum, away from the camera holding the hands of his grandchildren.



Music: “To show the way.”

23. He turns and looks at the piece in the background, turns back and smiles.



VO: “Art is my passion.”

24. Tony sings.



VO: “Music is my inspiration”

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25. Tony enjoys an ice cream with his grandkids.



VO: “American Express is my card”

26. Logo and signature.

