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Job Number: STU-084

Client: Stratford University
 Contact: 
 Phone: 
 Producer: BPI

Title: "Guinness Cake Challenge"
 Format: 2-3 min. Documentary Video
 Date/Version: 11-22-16 / v1
 word count: 76

AUDIO

NAT SOUND BAKING MONTAGE

NARRATION

In a real-world exercise on November 11, 2016, Stratford University's team from their School of Culinary Arts, set out to break the Guinness World Record for Tallest Pyramid Cake.

NAT SOUND BAKING MONTAGE

CLIP #1

"I thought to myself, a world record? Wow. This is a little more than just a little baking."

NAT SOUND ASSEMBLY

CLIP #1

"No second chance, it all better work. You have to argue all the facts at least 3 or 4 times before you think you're really on the right track."

NAT SOUND ASSEMBLY

CLIP #47

"It's all mathematically done. Everything is calculated to the exact millimeter, and ounce and grams."

NAT SOUND ASSEMBLY MONTAGE

CLIP #143

"I'm here to help build the cake for our world record..."

CLIP #1

"Are we all excited about it? Yes. But we also know exactly what's waiting for us."

VIDEO

Montage of cake baking.

FULL PAGE GRAPHIC:

November 11, ,2016

Montage of cake baking continues.

Sound Bite on Camera with Lower 3rd

Sound Bite on Camera with Lower 3rd

Sound Bite on Camera with Lower 3rd

Sound Bite on Camera

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SCRIPT

PAGE 2

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NARRATION

Because Stratford University teaches students real world problem solving through creative and critical thinking, they discover there's no limit to what can be achieved.

NAT SOUND ASSEMBLY MONTAGE

NARRATION

After 350 hours of baking, assembling racks and racks of individual sheet cakes and working through the night, on-location at Potomac Mills Mall in Woodbridge, Virginia...

CLIP #147

"You guys came in at 9 feet 2.2 zero inches. WOW - CHEERS - APPLAUSE"

NARRATION

By setting goals, overcoming barriers, and realizing their potential, Stratford University not only set a new Guinness World Record, they confirmed anything is possible when you set your mind to it.

CLIP #147

"I would love to congratulate Stratford University on their Guinness World Records title for the tallest cake pyramid."

NAT SOUND MONTAGE WITH CHEERS

MUSIC RISES FOR ENDING

VIDEO

Possible campus footage?

Preroll cake measuring

Sound Bite on Camera

Montage of cake building and celebrations.

Shot of the award being presented
(clip #147 @ 1:30:19)

FULL PAGE GRAPHIC - PAGE 1

Guinness World Record Logo
Tallest Cake Pyramid
9 Feet 2.2 inches

FULL PAGE GRAPHIC - PAGE 2

Final Weight 6,600 Pounds
Serving 33,000 Pieces
Raising \$50,000 to benefit
Fisher House