

“The Future Is Bright”

LAUNCH FILM

In this launch film, a child's VO will describe their vision for the future, while we see Deere employees, customers, and community members working to create a better tomorrow.

Open on a farmer throwing on a Deere hat as they leave home at 3:00am.

CHILD VO: **When I grow up, things are gonna be great.**

A black female construction worker wraps her hair into a hard hat.

CHILD VO: **I bet there's gonna be a robot for everything.**

A tech worker effortlessly stows a laptop into a bag and chugs coffee from a John Deere thermos in the other.

CHILD VO: **And just think about *all* the new food!**

A farmer fires up a combine in the pre-dawn light.

CHILD VO: **oh oh, and me and my friends are gonna do super cool awesome things, just you wait.**

Assembly line workers pump each other up before hitting the floor.

CHILD VO: **I'll build stuff. Like a tree house the size of a skyscraper.**

A female welder applies mascara before slapping on her helmet.

CHILD VO: **I think the future is gonna be so much fun. Don't you?**

We return back to the black female construction worker, now seen in her car dropping off her child at school before going to work. We reveal that the narrator is her child.

CONST WORKER/MOM: **It's gonna be amazing.**

VO: **The kids of today will inherit the world of tomorrow. And nothing will stand in the way of us making it a better place for all.**

We cut to an endcard.

VO/SUPER: **JOHN DEERE. BRING ON TOMORROW.**

