

Agency	ELANCE	Writer	ELIZABETH ORR
Client	XENOS VIDEO	Producer	HAROON YOUSUF
Project	"	Director	
Title	"	Art Director	
Subject	EXPLAINER VIDEOS	Medium	VIDEO SCRIPT
Job #	392	Contact	HAROON YOUSUF
Code #	101	Draft	2

<u>VIDEO</u>		<u>AUDIO</u>	
<p>WHITEBOARD DRAWING IN BLACK AND WHITE OF CLOSE-UP OF COMPUTER SCREEN WITH XENOS VIDEO WEB SITE LOGO. SUDDENLY, A GIANT ARROW APPEARS IN CENTER OF SCREEN. UP POPS UP A BEAUTIFUL GIRL EXPLAINING THE COMPANY.</p>		<p><u>V.O.:</u> To promote your business, you need more than just a web site. You need an explainer video to compete in today's market.</p>	
<p>FAST FORWARD: TYPICAL WEB SITE -- ANNIE'S CAKES -- WITH TONS OF PARAGRAPHS/WORDS STREAMING DOWN. A WEB SURFER GLANCES AT COPY THEN CLICKS TO OTHER SITES.</p> <p>SHOT OF BIG BEN, THEN A STREAM OF WORDS THAT DENOTE EXCELLENCE SUCH AS.... HARROD'S (OR SOMETHING LIKE IT), BBC, AND (OTHER FAMOUS STORE).</p>		<p><u>V.O.:</u> Why? Because people simply don't have time to read copy anymore and that impacts your business.</p> <p><u>V.O.:</u> At Xenos Video, we specialize in explainer videos to help you promote your business. We're a London-based company with a flair for making you a success.</p>	
<p>CUT TO: GIANT LETTERS MOVE FROM LEFT TO RIGHT OF SCREEN "EXPLAINER VIDEOS = SALES = SUCCESS" ... FOLLOWED BY STACKS OF POUND AND DOLLAR BILLS .</p> <p>WHITEBOARD DRAWING OF A SCRIPT -- ANNIE'S CAKES -- IN AV (FINAL DRAFT) FORMAT, WHOSE LINES AND SHAPES ARE IN MOTION GRAPHICS, WHICH TRANSFORM TO CHARACTER ANIMATION AND A MAN STANDING</p>		<p><u>V.O.:</u> Explainer Videos = Sales = Success. And that means profits.</p> <p><u>V.O.:</u> Xenos provides you with a script, voiceover, and a video animation that can be adjusted to your specific needs. We do whiteboard animation...motion graphics... and character animation.</p>	

VIDEO

BEFORE A MICROPHONE DOING A VOICE OVER. ON A LARGE MOVIE SCREEN BEFORE HIM, WE SEE THAT HE IS IN SYNC WITH AN ANIMATED SEQUENCE WITH CHARACTER ANIMATION.

GRAPHIC OF CONVERSION RATE: NUMBERS KEEPS CLIMBING UP PAST 20% AND CLIMBING.

WHITEBOARD ANIMATION NOW SHOWS A VIDEO IN PROGRESS OF ANNIE'S CAKES WITH ANNIE SHARING HER LATEST CAKE, AND EXPLAINING WHY IT'S THE BEST. SUDDENLY CAKES MULTIPLY ON SCREEN FILLING UP THE ENTIRE COMPUTER AND ZOOM OUT OF ROOM.

GIANT LOGO OF XENOS VIDEO TOWERS ABOVE REST OF COMPETITION ILLUSTRATED BY TINY LETTERS OF FICTICIOUS VIDEO COMPANIES ACROSS THE LAND. XENOS CEO RACES THROUGH LOGO ONTO SCREEN AND WAVES BANNER THAT SAYS...

AUDIO

V.O.:

Xenos Video can increase the conversion rate of your website.

V.O.:

And the best thing is: explainer videos are easy to understand and shareable, which makes them likely to go viral.

V.O.:

With Xenos Video, you can be certain of quality performance. This means YOUR business gets the attention it deserves. Call us today.