

תסריטים ל-4 סרטוני שיווק עבור דוכן אוטומטי לנקודות מכירה ומרכזי שירות של חברות סלולר. כל סרטון מדגיש פיצ'ר אחר של המוצר.

Scripts for 4 marketing videos for an automatic kiosk for mobile carrier points-of-sale and service centers. Each video highlights a different feature of the product.

OUTLINE

All the scenes are humoristic, tongue-in-cheek meetings between two friends: NORMA, representing the normal Point Of Sale; and CELIA, representing OurCompany's Point Of Sale. The names are just for the sake of convenience. They are never mentioned.

Norma and Celia are sophisticated and modern. They dress as urban professionals (think *Sex and the City*.) They're good friends, but Norma is a neurotic who likes to outshine others. She brags, but her mood takes a downturn whenever Celia confronts her with a better (=OurCompany) service story. Celia, who has more to brag about, is confidently modest.

NORMA is always shown on the LEFT, Celia on the RIGHT.

FEATURE 1: Transfer, backup, and restore phone info

NORMA and CELIA meet. Norma triumphantly flashes her new smartphone at Celia.

NORMA

New phone! Eat your heart out!

Smiling brightly, Celia produces from her pocket the same model phone.

CELIA

Twins!

Norma's face falls. Attempting to regain the upper hand, she babbles rapidly, **exaggerating** her experience as something magical and wonderful (e.g., coffee as some sort of "prize".)

NORMA

Yeah, well, that's just the **device**, right? I mean, you can't beat the service at my place. The guy sat for **two hours** transferring my old data. You never saw anyone so dedicated. He was searching online how to fix it, and calling people in, and he was so **nice** to me! I had *coffee...* and *magazines...* best two hours I ever spent.

CELIA

Really? Mine took three minutes. They just hooked the phones up to a thing, and I was good to go. I spent the day shopping!

Norma completely loses confidence. She squirms, playing with her earlobe/neckline/etc.

INSERT LOGO SCREEN W/ VOICEOVER: "OURCOMPANY: SEAMLESS DATA TRANSFER, BACKUP, AND RESTORING"

Back to Norma, alone, pleading after Celia, who is off screen.

NORMA

They had beautiful waiting chairs...!

FEATURE 2: Phone diagnostics

Norma and Celia are standing together. Norma has a replacement non-smartphone. Celia stares at it.

CELIA

(ironically)

Your phone. It looks a little less... *smart*.

NORMA

(reluctantly)

It's a temp. Mine was freezing up all the time, so I took it in. It's only gonna be a couple of days.

CELIA

I guess you'll be okay with **this one** for a couple of days.

NORMA

Well—a couple of days to find the problem. But the guy said they're gonna try and rescue my contacts and apps and stuff so I don't lose any of it. They were **super** nice. (Anxiously:) I trust them... pretty much.

CELIA

I took my phone in just the other day—

Norma knows what's coming. She doesn't want to hear it. She tries to cut Celia off.

NORMA

Great story!

CELIA

(enthusiastic)

Went in, they hooked the phone into a thing, it backed up all my data, found the problem, ten minutes, and my phone was good as new. **And** they gave me an app! Now anytime I have a problem, I can diagnose it myself, either on the phone or online!

INSERT LOGO SCREEN W/ VOICEOVER: "OURCOMPANY MAKES MOBILE DIAGNOSTICS AND REPAIR SIMPLER AND EASIER THAN EVER"

NORMA

(waving temp phone)

They let me pick the color!

FEATURE 3: Content and app delivery

NORMA and CELIA meet, both dressed fashionably and carrying HANDBAGS on the right shoulders, so that Celia's bag is partly obscured. THEIR FEET are outside the frame. Celia lights up as she notices Norma's bag; but before she can speak, Norma cuts her off.

NORMA

(smugly)

You're wondering where I got it. Well, it's one-of-a-kind. I went app-hunting yesterday, and found an app for bags. It took hours, so don't even bother.

CELIA

Are you kidding? I **love** that app!

Celia gives a half-turn, showing her own handbag, different to Norma's. ZOOM OUT to reveal Celia's matching shoes.

CELIA (cont.)

And the one that gets you matching shoes? Oh!
Isn't it the **best**?...

Norma is flabbergasted.

NORMA

Where'd you get that one?!

CELIA

It came with the fashion bundle.

NORMA

What's a "fashion bundle"?!

CELIA

I got it when I bought the phone. It has the top ten apps for fashion. They've got bundles for sports, music, TV... anything you want!

NORMA (mutters to herself)

Your bag's not that great.

CELIA

What's that?

NORMA
(innocently)

Nothing.

INSERT LOGO SCREEN W/ VOICEOVER: "OURCOMPANY MAKES CONTENT AND APP DELIVERY QUICKER AND MORE PROFITABLE THAN EVER"

Norma is scuffing her shoe against the floor. She complains petulantly, like a child.

NORMA

I **hate** my shoes.

FEATURE 4: Old phone buyback

NORMA and CELIA meet **IN PROFILE**.

Norma shoves a paper printout in Celia's face.

NORMA

Boom! Just sold my old phone.

CELIA

Congratulations.

NORMA

(smugly)

Went online—found a website—looked up my model—got a price quote—went to the post office—shipped it—and according to this [the printout] 4 to 6 weeks from now, I will be **rolling** in it! HA!

CELIA

Good deal.

NORMA

(waves paper as if it's money)

Looove that cash money! Just wait until—

Celia's phone rings. She stops Norma with the raise of a finger, and as Celia turns to face front we see she's wearing a **BLUETOOTH EARPIECE**, and holding a phone clad in a **BRIGHTLY COLORED COVER** (red with white polka dots?). Both items are **beautiful**. Norma notices the new accessories with surprised envy.

CELIA

(to caller) Right. Call you back. (hangs up, notices Norma's reaction:) Nice, right? I got 'em by trading in my old phone at the shop. Took it in, they hooked it up to a thing, priced it on the spot, and gave me a store voucher I could use right away. There's even one for you!

Celia hands Norma another **PHONE COVER**. Norma thanks her resentfully.

NORMA

Thanks.

Suppressing anger, Norma involuntarily crumples up the paper in her hand.

INSERT LOGO SCREEN W/ VOICEOVER: "WITH OURCOMPANY'S INNOVATIVE PHONE BUYBACK TECHNOLOGY, EVERYBODY WINS"

Norma is holding her newly-covered phone next to her face. She's somewhat conciliated.

NORMA

You really think it brings out my eyes?

Celia nods.