

Client: PUPTIMIZE
Key Number: N/A
Title: INTRO / TEASER VIDEO
TX date: N/A
Duration: 75 x sec
Date: 8th. SEPTEMBER 2016
Version: VERSION II1

OPENING SEQUENCE AND TITLE TREATMENT – **PUPTIMIZE** LOGO FEATURES AND TRANSITIONS TO FOOTAGE.

OPENING FOOTAGE MONTAGE SHOWCASES DOGS, OWNERS PLAYING AND INTERACTING IN SEVERAL SITUATIONS. DIFFERENT BREEDS AND OWNERS FEATURED.

POSSIBLE SLO MO TREATMENT.

PUPTIMIZE BRANDING AS REQUIRED.

FULL FRAME LOGO TREATMENT – SEGUE TO SEVERAL APP SCREENS ON PHONE AND/OR TABLET.

SUPER – PUPTIMIZE COMING SOON!

- ✓ EG - FREE TRAINING CONTENT SCREEN
- ✓ SALES OF EXPERT RECOMMENDED PRODUCTS SCREEN
- ✓ PAID ON DEMAND VIDEO HELP SCREEN
- ✓ SERVICE PROVIDERS LISTING SCREEN

SOUNDTRACK – MELODIC / UPBEAT / SLIGHTLY QUIRKY.

FVO: ENTHUSIASTIC / WARM / FRIENDLY

FVO: “WE ALL WANT WHAT’S BEST FOR OUR DOGS – TO BE GREAT PARENTS TO THEM. BUT MOST OF US DON’T KNOW HOW...AND MOST OF US DON’T HAVE THE TIME OR MONEY TO MAKE THAT HAPPEN. SO WE END UP GUESSING.”

FVO: “WE GUESS ON TRAINING, WE GUESS WHICH PRODUCTS TO BUY—WE EVEN GUESS WHICH ADVICE WE CAN TRUST.”

FVO: “BUT WHAT IF YOU COULD REMOVE ALL THAT GUESSING AND MAKE IT EASY TO RAISE A HEALTHY, HAPPY, WELL-BEHAVED DOG?”

FVO: WITH PUPTIMIZE, YOU CAN! PUPTIMIZE REVOLUTIONIZES HOW YOU RAISE AND TAKE CARE OF YOUR DOG AND REMOVES THE GUESSWORK THROUGH FUN, FREE, CUSTOM TRAINING LESSONS AND EXPERT-RECOMMENDED PRODUCTS—ALL IN ONE CONVENIENT PLACE.

<p>✓</p> <p>FULL FRAME PUPTIMIZE FORM.</p> <p>POSSIBLE FRAME GRAB FROM PUPTIMIZE WEB SITE IF LIVE.</p> <p>BUZZ WORDS INTEGRATED AS GRAPHIC DEVICES – I.E. PUPTIMIZE GROUND-BREAKING / EXPERT / ON YOUR SCHEDULE / NEW ETC.</p> <p>SUPER – PUPTIMIZE COMING SOON!</p> <p>CUT TO STOCK VISION – BLURRED AS BACKGROUND. SUPERS / GRAPHICS OVERLAYED TO REINFORCE SCRIPT.</p> <p>EG – PUPTIMIZE REMOVES GUESS WORK EASY AND PRACTICAL TRAINING SOLUTIONS EXPERT ADVICE</p> <p>CUT TO FULL FRAME FOOTAGE. FEEL GOOD CLOSE AND URL GRAPHICS / TAGGING.</p> <p>END.</p>	<p>TEACH YOUR DOG THE COMMANDS, TRICKS, SKILLS, AND GAMES THAT YOU CHOOSE AND ON YOUR SCHEDULE, IN LESS THAN 10 MINUTES A DAY.</p> <p>FVO: "PUPTIMIZE GIVES YOU THE TRUSTED INFORMATION YOU NEED, SO YOU'LL NEVER HAVE TO SEARCH ALL OVER."</p> <p>FVO: TECHNOLOGY HAS MADE LIFE MORE CONVENIENT AND GIVEN US OUR WORLD ON-DEMAND. BUT SOMEHOW, TECHNOLOGY HASN'T MADE RAISING A DOG SIMPLER. PUPTIMIZE IS HERE TO CHANGE THAT.</p> <p>FVO: "BEING A GREAT PET PARENT DOESN'T HAVE TO BE HARD. SO DOWNLOAD THE PUPTIMIZE APP NOW AND SEE HOW MUCH EASIER IT CAN BE TO RAISE A HAPPY, HEALTHY, WELL-BEHAVED DOG</p> <p>END.</p>
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