

Company Script + Storyboard

No.	Visual Directions	Voiceover
1	<p>Open with a collage of images depicting various activities:</p> <p>Ladies on a bike ride,</p> <p>A kid and his dog on matching skate- or surfboards,</p> <p>A football or soccer team on the sports field,</p> <p>Workers on a job site ...</p>	<p>You live life on your terms, Always pushing the boundaries, Looking for adventure, Redefining what it means to Do More.</p>
2	<p>Possibly (briefly) zoom in on each of the collage images to show the actual Company devices ... one of the lady cyclists is wearing the wristband, the kid is wearing a wristband (or zipper pull) and his dog has a Company micro tag attached to its collar, one of the football or soccer players has a patch on the arm of his uniform sleeve or shorts, one of the workers has a patch attached to his overalls, jacket pocket or hardhat ...</p>	<p>And Company is always with you — connecting you to what matters most.</p>
3	<p>Then transition or swirl merge the Company devices to leave the Company logo in the center of the screen ... below the logo add a scrolling display of the medical data which can be stored using the Company device ... prescriptions, blood type, allergies, insurance details, emergency contacts, and whatever other info is relevant ...</p>	<p>Company combines next-level technology with smart wearables to provide one-touch access to vital health information and emergency contacts when you need them most.</p>

4	<p>Now show screenshots of the various Company devices as shown on the company website (flash to a jacket or a ring) ... then cut to a smartphone screenshot depicting the Company app homepage ... add the image of a man's hand (he is potentially the husband of the lady cyclist and father to the skater kid with the dog) going through the motions of adding his family members – including the dog – to his Company account ...</p>	<p>Simply choose a Company device — or find one already integrated into existing products from your favorite brands. Download the free Company app, set up an account, and add as many members – including those with four-paws – and devices as you wish.</p>
5	<p>Swipe transition to a scene where his son is sitting on the field nursing a leg injury (knee / ankle?) as a trainer or coach attends to him... add an inset showing he and his wife receiving notifications of the situation as well as his location ...</p>	<p>Whenever someone, like a coach or first responder, scans a Company wearable linked to your account, you'll be immediately notified and updated with its GPS location.</p>
6	<p>Now cut to an image of the husband/father figure out on an extreme trail run through the woods ... he twists his ankle ... and immediately uses his smartphone to activate his Company wristband and notify his wife ... again, add an inset showing her receiving notification of the situation as well as her husband's location ... then calling the relevant authorities to assist him ...</p>	<p>Likewise, if you're the one in trouble; Company allows you to notify your designated contacts and push your location to them instantly.</p>
7	<p>Cut back to a collage of images – as in the opening scene – only now add in close-ups of the husband/father figure</p>	<p>Every wearable is built to be durable, waterproof and can withstand even</p>

	on a trail run, the dog's face, the kid with his grandparents, and the coach on the side of the football or baseball field ... and possibly a different onsite worker situation ...	the most extreme activities and environments.
8	Then transition or swirl merge the images to reveal the Company logo in the center of the screen ... with the strapline "Connect for life." displayed below ...	Company.... A new way to connect...to what matters most.
9	Now add the Company website address wearlifekey.com [https:// Company.com] below the logo and the strapline ...	

[ALTERNATIVE]

Company is the key to living life on your terms.