

# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

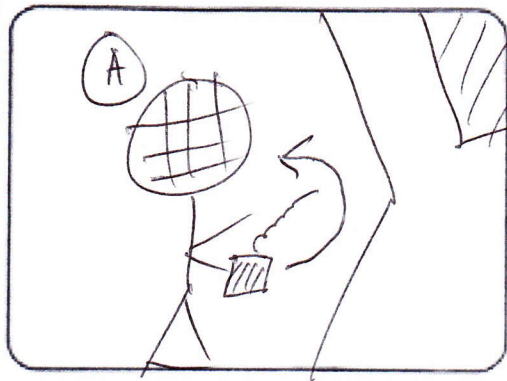
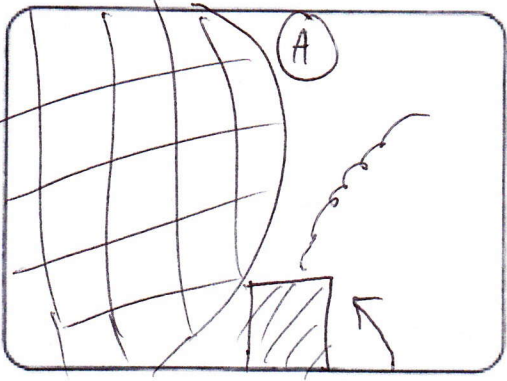
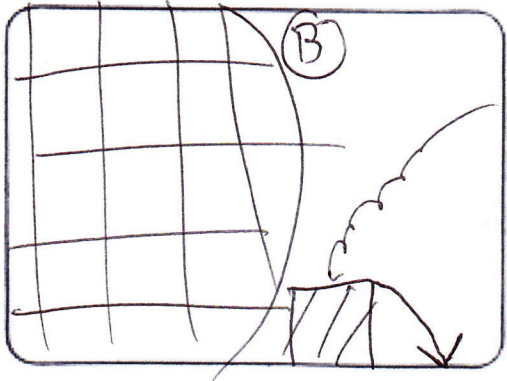
Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

<p>INT Day. SB Shop.</p> <p>Savvy Owner stands at front desk drinking coffee. She raises the cup to her lips to sip.</p>		
<p>INT Day. SB Shop.</p> <p>Savvy Owner sips the coffee.</p>		
<p>INT Day. Home office.</p> <p><u>Graphic match</u></p> <p>Bride sips, lowers coffee.</p>		

# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

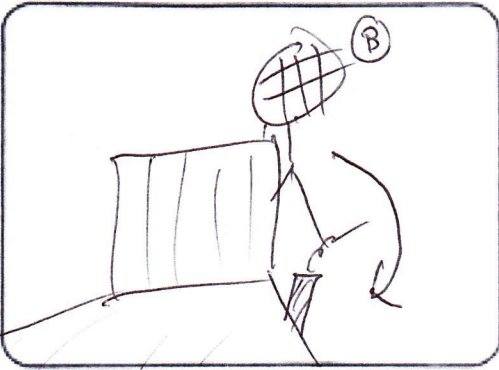
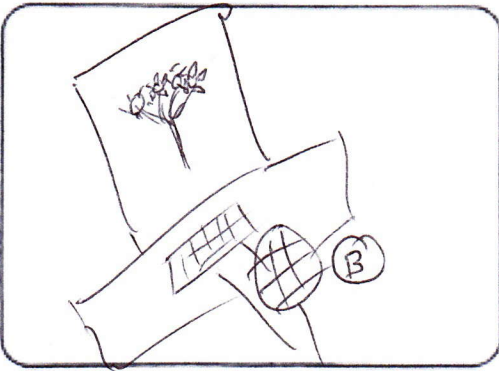
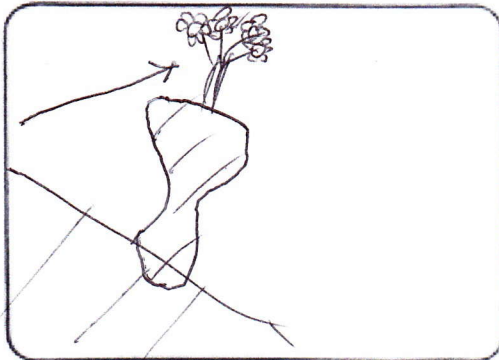
Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

<p>INT Day. Home Office.</p> <p>Bride lovers coffee, types on the computer</p>		<p>V.O.</p> <p>"There's a lot to think about when planning a wedding."</p>
<p>INT Day. Home Office.</p> <p>Bride reviews flower arrangements on the computer.</p>		
<p>INT Day. SB Shop.</p> <p>Close Savvy owner sets out fresh flowers.</p>		

# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

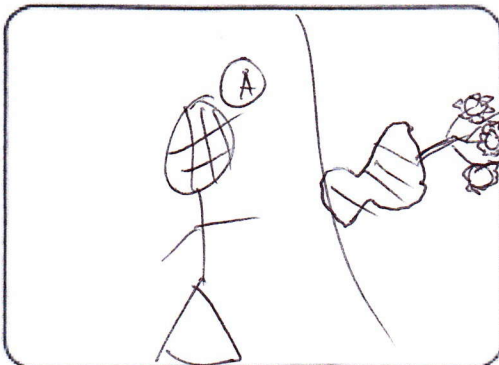
Visual Representation

Audio

INT Day. SB Shop.

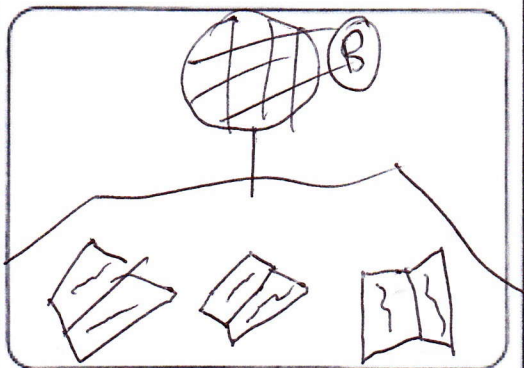
Medium-wide

Savvy owner sets out fresh flowers



INT Day. Home Office

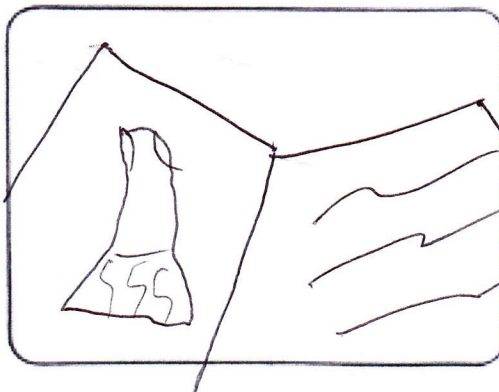
Bride reviews wedding magazines



INT Day. Home Office.

Insert

Wedding dresses in magazine.



# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

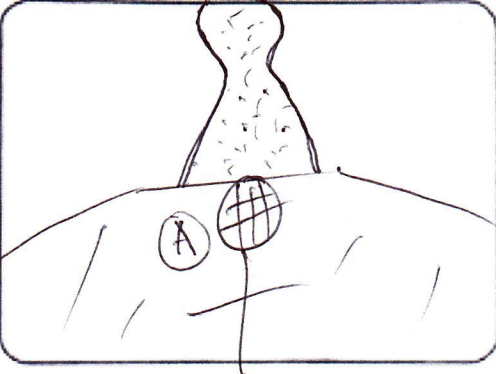
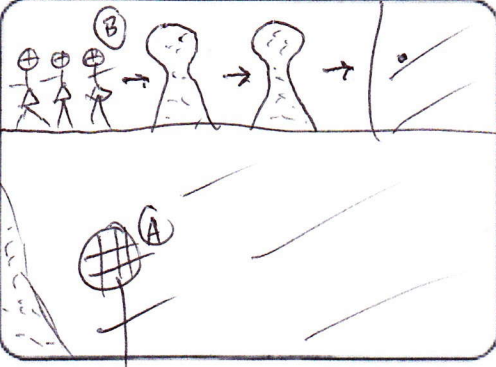
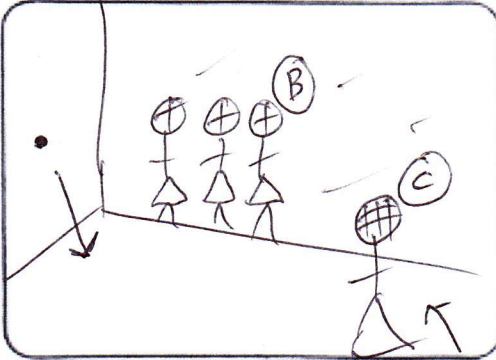
Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

<p>INT Day. SB Shop.</p> <p>Savvy Owner arranges a dress on a mannequin.</p>		<p>V.O.</p> <p>"But most importantly, there's the dress."</p>
<p>INT Day. SB Shop.</p> <p>Savvy Owner arranges dress. Bride &amp; Bridal Party arrive at front door of the shop.</p>		
<p>INT Day. SB Shop</p> <p>Bride &amp; Bridal Party enter. Savvy Consultant greets them, as does Savvy Owner.</p>		

# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

Length: : 30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

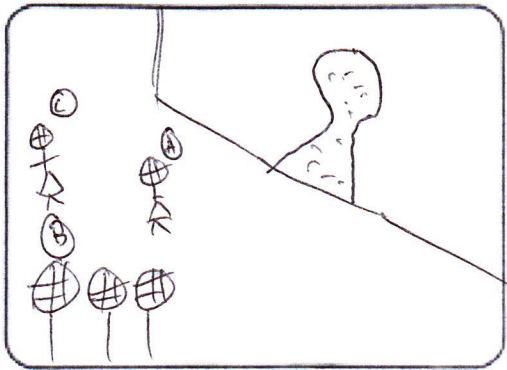
Video Instruction

Visual Representation

Audio

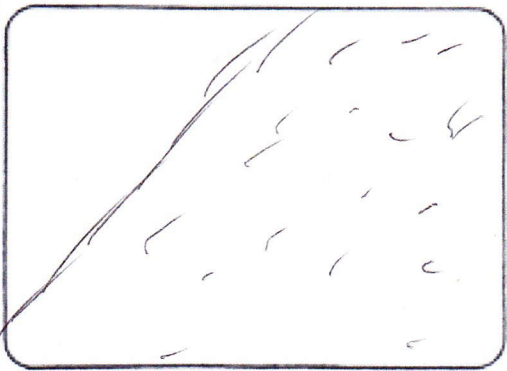
INT Day. SB Shop.

Savvy Owner & Consultant give tour of the shop.



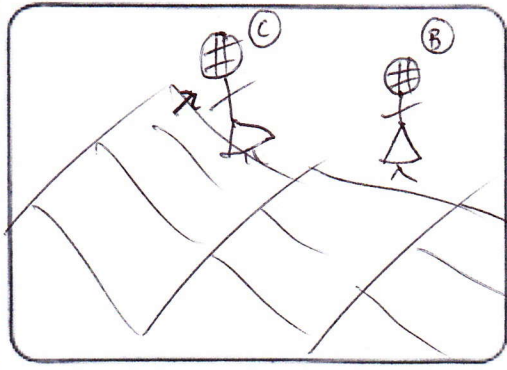
INT Day. SB Shop.

Dress Inserts.



INT Day. SB Shop (closet)

Savvy Consultant takes dress off the rack and shows it to the Bride.



# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

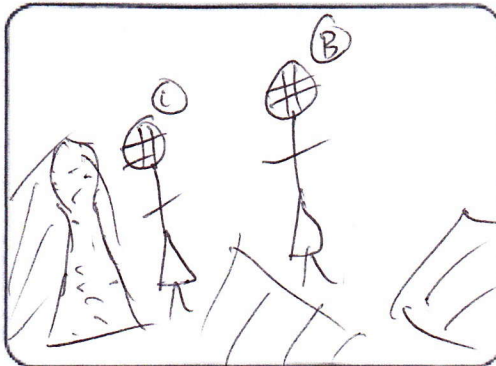
Visual Representation

Audio

INT Day. SB Shop (closet)

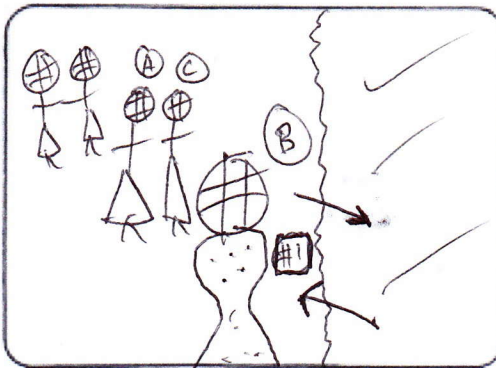
Medium

Savvy Consultant takes dress off the rack.



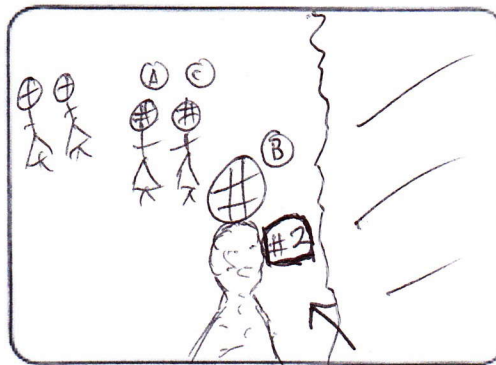
INT Day. SB Shop.

Bride goes into dressing room (JUMP CUT) Comes back out wearing dress #1.



INT Day. SB Shop.

Bride comes out of dressing room wearing dress #2.



# STORYBOARD SCRIPT

#7

Client: Savvy Bridal

Title: "The Savvy Experience"

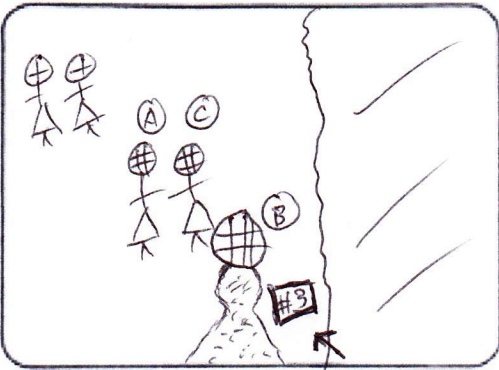
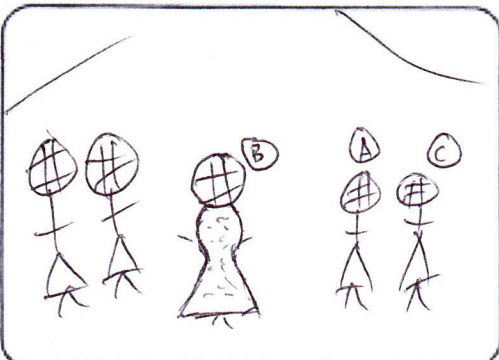
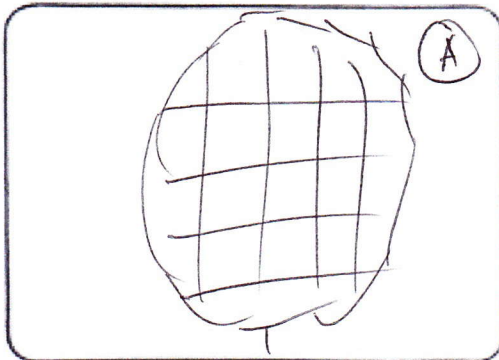
Length: :30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

INT	Day. SB Shop.		
INT	Day. SB Shop.		
INT	Day. SB Shop.		

Bride comes out of dressing room; this time, wearing the dress.

Bride & Bridal Party celebrate finding the dress.

Savvy Owner gives a satisfied smile.

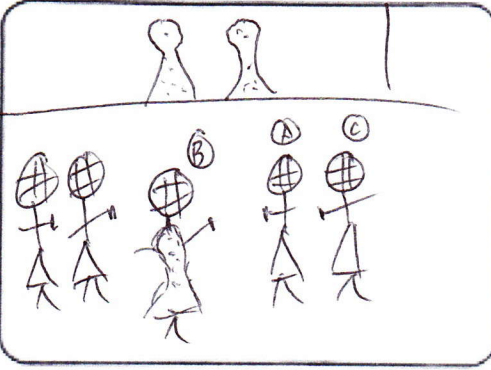
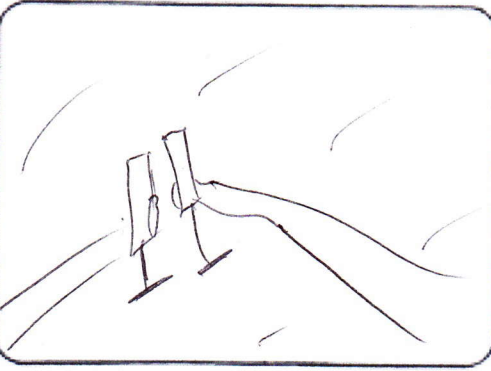
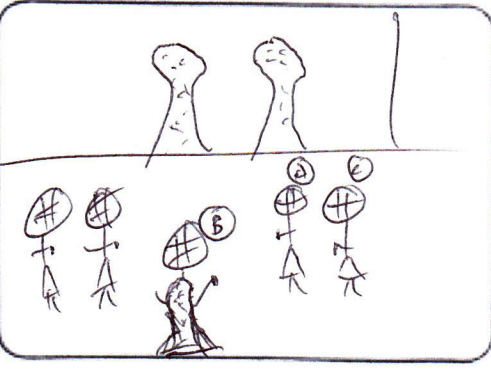
# STORYBOARD SCRIPT

Client: Savvy Bridal  
 Title: "The Savvy Experience"  
 Length: :30 VTR #: BEAST  
 Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

INT	Early Evening. SB Shop.		<p>V.O.</p> <p>"At Savvy Bridal, we live for the big day as much as you do."</p>
INT	Early Evening. SB Shop.		
INT	Early Evening. SB Shop.		

Wide

Close

Wide

Champagne toast.

Champagne Toast.

Champagne Toast.



# STORYBOARD SCRIPT

Client: Savvy Bridal

Title: "The Savvy Experience"

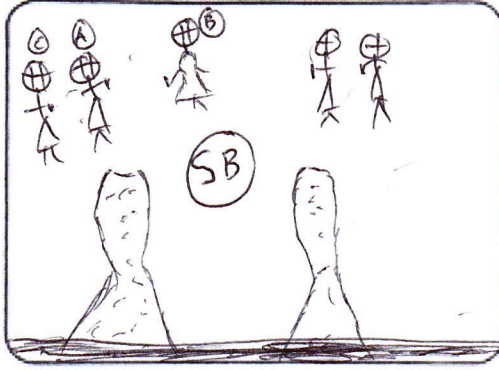
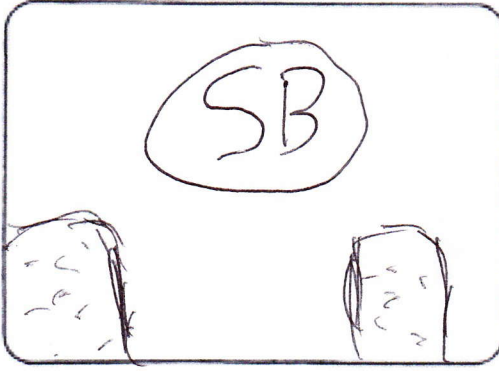
Length: =30 VTR #: BEAST

Co-op: \_\_\_\_\_ Date: 9/18/16

Video Instruction

Visual Representation

Audio

EXT	Early Evening. SB Shop		
EXT	Early Evening. SB Shop.		<p>V.O.</p> <p>"Afford your dream dress - book an appointment today."</p>
		