

## Video Script

20.1.19

### Final Version

Visual	Audio
Television commercial, music video or shoot looking perfectly run.	Very few jobs offer the creativity, variety and excitement that comes with working in production.
Rewind from successful shoot to a time where the producer was a novice, starting out, inexperienced. Not as confident.	For many people, working as a PA is the first step toward any job in the production world.
Person / character at computer using Google. How do I get production assistant jobs (or a search to that effect)	But to work as a PA, you need to be able to find projects that are shooting in your area.
Character connecting with his crew either animated app profiles or avatar, or on set with a full crew.  Once character is on the move, shooting away from home, the connection lines drop away and the character is lost without crew.  Alternative: Character on the move, but away from hometown and all alone.	As a Producer, I have the crew I like in my hometown,  But they're not always available, and I often don't have the option to bring them with me when I am producing a project away from home.  I need an easy way to find PA's and other Crew when my primary team is not an option
Logo, app homescreen or character using the app.	CRW is a new App designed to connect Producers and Crew. We've started by helping producers find the PA's they need anywhere in the country
Setting up a profile, 'available' badge and location pin in a particular city.	As a PA, I can use CRW to let producers know where I am and when I'm available for work, NO more submitting to endless job postings not knowing if your resume was even seen.
Producer scrolling through PA listings, searching on map view (similar to Airbnb map view or however the app looks).	As a Producer, I can easily find all of the PA's in my area or in the area I'm going to be travelling to that are available to work on my project
Logos of these integrations or typography with ticks beside them.	With direct integration with Calendars, Email, along with connecting to IMDB and LinkedIn CRW makes it easy for us to find each other
Scan back to the shoot when producer had no crew and now he's looking a little happier with a full crew.	Now, when I travel, I have a resource I can depend on to find quality talent wherever I may be shooting.
Character shrugging shoulders.	What about if I've never worked as a PA before, I want to get into the industry. Can I use this too?
Character hitting the app's training resources at a desk, studying.	CRW offers training and support to help new PA's learn the skills necessary to get their first jobs on set
Typography	What about all of the other Crew positions?
	Today, we are connecting producers and PA's. Our next step is incorporate more powerful

Coming Soon typography with a list of new features.	features to support finding all crew positions, including a ratings and review system where you can contact past employers in app
Alternative: A product roadmap type view with new iterations and features.	For Producers, soon, we're going to help you even more with handling all of the paperwork from hiring to delivering your project.
Endframe, logo resolve or download from app store and Google Play badges.	Download CRW today and find the easiest way to connect producers and crew today

## Draft Version 1

Visual	Audio
Television commercial, music video or shoot looking perfectly run.	As a producer, there's nothing more satisfying than your creative project going perfectly to plan.
Span to behind the scenes. A producer (main character) looking downcast / shaking his head Mess, tired bodies, damage behind the camera.	But that rarely happens.
	Even if the work you've produced is beautiful, it rarely tells of the chaos you've endured to get there.
The producer looking lost, pulls out his phone.	What if there was a way to make the entire production process easier?
Zoom in on phone screen. Below the Line App logos appears.	There is. And it's coming to a town near you.
Another app screen, showing listed crew members with avatars and role titles (e.g. production assistant, videographer, photographer).	Below the Line is an app which connects producers to local videographers, photographers, directors and more.
Animation Alternative – Potential crew member profile avatars, faces pop up out of phone and 'connect' with producer.	Whoever you need to make your project a success, Below the Line is the place to find them.
App screen showing job posting and selecting from the Crew sub-menu.	Either post a job and wait for offers or choose your crew from listed profiles.
Animation Alternative: Main character shaking hands with new crew members (other characters)	

<p>App screen showing successful hire, in-app messenger and calendar.</p> <p>Animation Alternative: Producer with speech bubble over head with text: (“Shoot is an hour earlier, okay for you?”). Other character with SMS bubble above head with text: (Yep. See you there”)</p>	<p>Once you’ve hired your crew, us the in-app messenger and calendar integration to manage your project.</p>
<p>In app screen with payments history.</p> <p>Alternative Animation: Main Character with a stack of paperwork which he can’t see over and then stack disappears. Character grins.</p>	<p>And the best bit? Below the Line handles all the paperwork.</p>
<p>Glamorous actor getting fanned and fed food by staff.</p>	<p>The ones in front of the camera have always had it easy.</p>
<p>Swap producer into scene being fanned and fed food.</p>	<p>Now Producers do too. Thanks to Below the Line.</p>
<p>CTA in typography.</p>	<p>Download it now.</p>

## Draft Version 2

Visual	Audio
<p>A producer managing a script, a score and helping to direct a shoot.</p>	<p>Very few jobs offer the creativity, variety and excitement that comes with being a producer.</p>
<p>Animated character with a ‘trainee producer’ shirt on question mark over head, looking lost</p> <p>Typography with the two problems:</p> <ul style="list-style-type: none"> <li>- ‘Hard to get started’</li> <li>- ‘Hard to find jobs’</li> </ul>	<p>The problem is, the industry is damn hard to get into.</p> <p>If you’re starting out, there’s no decent training, and it’s hard to find work right away.</p>
<p>More experienced producer with ‘producer’ shirt on, but still looking lost as he searches for crew (set could be empty, or he’s on a map of US moving from state to state.</p>	<p>Even once you’re established it’s hard to find a crew across the entire country.</p>

<p>Typography:</p> <ul style="list-style-type: none"> <li>- 'Hard to find a crew outside your city'</li> </ul>	
<p>Below the Line logo or typography.</p>	<p>Thankfully, we've created the perfect solution.</p>
<p>Trainee Producer character using the app to read up on becoming a producer, setting up a profile and applying for jobs.</p>	<p>Below the Line is an app for producers and production assistants.</p>
	<p>If you're new to the industry, Below the Line gives you first-class training, and when you're ready, you can create a profile to bid for your first job.</p>
<p>Producer character connecting with crew all over the country, avatars of crew popping up all over the place, joining lines connecting them.</p>	<p>If you're an experienced producer, use Below the Line to find help while you're on the road.</p>
<p>Happier look producer character running a smooth shoot.</p>	<p>That way, no matter where you are, you'll have a top-quality crew to make your project a success.</p>
<p>In app screens of the three functionalities:</p> <ul style="list-style-type: none"> <li>- Profile with trust score</li> <li>- In-app messaging</li> <li>- Calendar integration</li> </ul> <p>Alternative animation: Crew Profiles with scores or star ratings, two characters with messaging bubbles between them and a date synching (jumping in) to characters phone.</p>	<p>Below the Line features reviews and ratings to lead you to the most reliable crew, in-app messaging for seamless planning and calendar integration to manage your jobs.</p>
<p>App screens of paperwork / receipts.</p> <p>Typography like the below:</p> <ul style="list-style-type: none"> <li>✓ Trust scores</li> <li>✓ Messaging</li> <li>✓ Calendar integration</li> <li>✓ Paperwork</li> </ul>	<p>And the best bit, Below the Line handles all your paperwork.</p>
<p>Both animated characters looking happy.</p>	<p>It's a win, win for producers and newbies alike.</p>
<p>CTA in typography. App store logos (Apple and Android).</p>	<p>And it's available on the App Store now.</p>

Download it today.

Start producing more effectively tomorrow.

## Short Final Version

<b>Audio</b>
Few jobs offer the creativity, variety and excitement that comes with working in production.
For many people, working as a Production Assistant is the first step toward any job in the production world.
But to work as a PA, you need to be able to find projects that are shooting in your area.
That's where CRW comes in. The new app that connects producers to talented crew.
Why is it so good?
Because it solves the two major problems for new and experienced producers.
Experienced producers have the crew they like to work with in their hometown, but when they're on the road, they're at a loss.
That's the perfect chance for PA's to find jobs, get more experience and further their careers.
Producers love it too. They get an easy way to find PA's and other crew when their primary team is not an option
CRW features direct integration with Calendars, Email, IMDB and LinkedIn. Recruiting crew and managing jobs has never been easier.
But what about new PAs before. Is CRW still worthwhile?
You bet it is. CRW offers training and support to help new PA's learn the skills necessary to get their first jobs on set.
Check it out today in your favourite app store, and stay tuned for even more features. Like different crew positions, trust scores, reference checking and a complete paperwork manager.
We told you its solves your production problems.
Download it now to see how it will make you a better producer.

