

FADE IN

1. INT. WHITE BACKDROP.

An APRICOT REP (Mike) sits on stool, half turned to face the camera.

APRICOT REP

Here at APRICOT, we’ve dedicated ourselves to
making function beautiful — hugely so.

CUT TO

2. EXT. PARK. DAY.

A SILLY GAL (Kendal) sits on a park bench with a FRIEND (Bridget). SILLY GAL struggles to take a selfie fitting in her FRIEND and the scenery around them.

APRICOT REP (VO)

And once again, we’ve developed a revolutionary
new device to help people capture their moments —
big and small...but mostly big — like never before.

We pan down to see SILLY GAL pick up the SelfPole to get the snap she wants.

At 20 feet long, APRICOT’s SelfPole is the first-
ever selfie stick to push beyond arms-length —
beyond the limits of the imagination even — so you
can fit your whole world in the shot.

“The SelfPole – What Does Marketing Do?” Script

3. INT. WHITE BACKDROP.

APRICOT TECH REP

Before we’d even finished our first SelfPole prototype, we knew we had something special — and we knew we had to partner with the marketing team at Brightstar to drum up excitement and get it into our customers’ hands.

Brightstar’s marketing team is the ideal strategic partner when it comes to persuasion — providing everything from strategy to graphic design to copywriting, web development and more.

And boy, do they deliver.

CUT TO

4. B-ROLL. CNN FOOTAGE.

Zoom in on bottom scrolling message that reads: “...SelfPole highest-selling mobile accessory of all time. Cubs win World Series...”

FAST CUT TO

5. STIL IMAGE

We see BEN STILLER taking a celebrity group selfie with an enormous SelfPole look-alike.

CUT TO

6. INT. WHITE BACKDROP.

“The SelfPole – What Does Marketing Do?” Script

Our stool is now occupied by a Brightstar MARKETING PERSON (Adam).

MARKETING PERSON

Sure tactics are integral — posters, video, websites.

But we provide much more than that. Brightstar marketing works with customers, like Fruit, to hone in on their particular brand message.

CUT TO

7. EXT. PARK. DAY.

SILLY GAL and FRIEND use the SelfPole to take another ridiculous shot TBD.

MARKETING PERSON (VO)

With the SelfPole, for example, it’s all about capturing the world around you — the whole world.

Then we build on that brand foundation, using key selling points...

CUT TO

8. INT. PRODUCT LAB. NIGHT.

Tight, panning shots of the SelfPole body.

MARKETING PERSON (VO)

“The SelfPole – What Does Marketing Do?” Script

...such as the SelfPole’s sturdy, aluminum frame, or
a rich, glossy device color.

And we work those points across all of our tactical
mediums.

CUT TO

9. INT. WHITE BACKDROP.

Our stool is now occupied by the APRICOT REP.

APRICOT REP

Brightstar’s marketing team makes the whole
process so simple — starting with their online
project request form.

And even when the project is over, their work isn’t
done.

They assesses our campaigns, providing us with
useful analytics so we can measure each product’s
impact on consumers.

The SelfPole, for example, seemed to go viral
overnight.

CUT TO

“The SelfPole – What Does Marketing Do?” Script

10. EXT. PARK. DAY

We see a quick series of clips of SILLY GAL interacting with SelfPole (accidentally backing into FRIEND, while they’re both trying to take selfies, smacking an ONLOOKER in the back with the SelfPole, etc.). Meanwhile, social media messages pop up onto the screen:

POP UP COPY

...I fit my family and our 20-ft. tree into a shot!!

Thanks, @Selfpole...The Grand Canyon in one snap.

Bam. #selfpoledit...#selfpole is so Fetch –

@GretchW...My arm is so toned! #selfpole...

APRICOT REP (VO)

Brightstar Marketing truly brought the SelfPole to life
— and helped change the world.

FADE TO

11. Black screen.

White text fades in.

That’s the power of good marketing.

You can sell anything.

FADE OUT