

Storyboard for Animation video/commercial.

We want the look to start off gray and a little bleak, but then introduce all of the colors and the rest of it is vivid colors.

Model work:

- 1) I have included STEP models for the complete part and the components, but I don't have a model of the velcro strap. I would like you to add the model of the strap.
- 2) See the branding package for the correct colors of the Red, Blue, Orange, Pink and Gray phone caddy.

Target run time is 30s, but we would like to be able to cut out sections to get a 15s video.

- 1) Start with the gray phone caddy floating down with a grayish background (maybe with some texture in the background, like cloudy).
- 2) Settle on the gray phone caddy with the wings collapsed. Add in the name of the product and the tag line: Phone Caddy. The best phone holder for golf, period.
- 3) On a hard beat of the music the other 4 color phone caddies spring out of the back of the gray phone caddy and end up in a semi circle or line (2 to the left and 2 to the right). Blue, orange, red, pink. At the same time there is a color explosion in the background with the same colors as the phone caddys radiating out. Maybe as colorful clouds swirling out from the middle of the gray Phone Caddy.

We want this hard beat to occur at about the 4 second mark if possible. Youtube video ads have to run 5s before they are bypassed and we want this big reveal to hit before then if possible.

- 4) Then on the next hard beat they all collapse back into the gray Phone Caddy, but this time it snaps to red phone caddy.
- 5) We zoom into the Phone Caddy and it rotates around showing all the aspects of it.
- 6) Then we start to show how the Phone Caddy can adjust to different sizes. We show the wings moving in and out and we show the faceplate moving back and forth. Maybe this is all going on while we are rotating around the Phone Caddy.
- 7) Then we snap back to the front of the phone Caddy and a cell phone slide in from the top out of frame and the wings come together to embrace it.
- 8) Then things get frantic. With each new beat of the music the phone caddy and phone change to a new color Phone Caddy with a different size phone + cell phone case in it. We want to show the customer that the phone caddy can hold any different size phone and case. So maybe we cycle through 10 or so combinations. So we want to show replicas of a few iPhones, Samsung Galaxy and maybe 1 or 2 Goggle Pixel. The phones don't have to be 100% accurate. On the biggest of the iPhones model a case like the otter box (some big and chunky), then use some smaller cases on the other phones, and mix in all versions of the phones with no case as well.
- 9) Maybe we can have each of the 5 color Phone Caddy from the opening shot spin out (like they were sitting on a flat slippery surface and spinning on their axis) with the phone still in it, so that you end up with the 5 phone caddies in the same position, then when the music beat hits they all collapse back into the red Phone Caddy.
- 10) One the final screen with the 5 Phone Caddys spread out we will put: Phone Caddy by Desert Fox Golf and a version of our fox head logo.

We want the transitions in the video to match and follow the beat of the music. The music file we have selected is included in the package. Maybe occasionally at the beat of the music the product expands a little and then contracts with a little wiggle...