



Intro	Problem	Product Description	Boss Calling	DJ	GPS App
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Desert Fox Golf Phone Caddy Breaking Par 30 Commercial for April 2020

Refer to the Breaking Par 30 Second Script.mp4. - I cut this video down to show the segments we would like to use if possible.

Use the 2019 gadgets and gizmos footage. If the current voice over can work, then ok. There are a couple of places where Jason refers to the product as the Desert Fox instead of the Phone Caddy, but that is OK if we need to make that work. Otherwise a new voice over would be great too.

Intro:

Find a way to intro the part, new voice over is fine. If redoing the voice over, make sure to refer to the product was the Phone Caddy by Desert Fox Golf, and then from then on, just the Phone Caddy.

Problem:

Ask where you put your phone in the golf cart? Mention that cubby and cupholders aren't a great spot. If the Product Description can be cut down a little and add a little more about how bad the cup holder and cubby is that is great.

Product Description:

Can be cut down. Highlights are the adjustability and him driving around touching the phone in the Phone Caddy. The clip with the velcro strap really loose is not great, if there is a better shot of him strapping it on that would be great.

Boss Calling:

Usage Model #1. 2nd highest priority behind GPS App.

DJ:

Usage Model #2. 3rd highest priority behind GPS App, and Boss Calling. This can be cut way down to just show him touching the Ariana Grande song. We like the cheekiness just could be cut down a little.

GPS App:

Usage Model #3. **Highest priority**, this one must be included. Prefer not to cut much of this down. It is pretty good as is.

End Screen:

If the GPS App is the final segment, freeze the screen with the GPS app showing and point them to www.desertfoxxgolf.com/breakingpar with the promo code BreakingPar for 20% off.