

May 2020 Breaking Par Commercial Script (0:30s)

Suggestions:

- Have an all white Desert Fox Golf horizontal logo (attached in the email) in one of the bottom corners throughout the video
- No Breaking Par logo overlaid onto the video
- Use the still image (attached in email) vs. the shot of the Phone Caddy on the rock (we didn't care for the way the Phone Caddy shows up on an angle, etc.)
- Font style for text: SF Pro Text or SF Pro Display

START

What is that one thing we always bring with us inside the golf cart? Our cell phones.
(Similar intro to RJ's in the holiday gift guide)

Introducing, the **Phone Caddy** from **Desert Fox Golf**

(Shot of person holding the Phone Caddy, takes his phone out of his pocket and slides it into the Phone Caddy with text overlay on the screen
"The best phone holder for golf, period.")

What makes this Phone Caddy so awesome is its sliding wings and adjustable faceplate.
This allows a perfect fit for any phone.

(Shot from 1:05s - 1:12s in Holiday Gift Guide)

(This part of the clip shows the velcro strap, adjustments and ability to slide the phone in)

And you can slide your phone in and out, no problem.

(Shot from 1:18-1:20 in Holiday Gift Guide)

Stuck in a cart with with no GPS?

There's an app for that, right inside your Phone Caddy

(Shot of person getting the yardage before he hits 0:18-0:22 current 30s commercial))

Keep your phone safe and at your fingertips!

(Shot of person touching the Phone Caddy while driving around - close up of phone in Phone Caddy - would like to suggest a scoring app like The Grint, or 18 Birdies, or Golf Genius)

Get yours at Desert Fox Golf dot com, backslash Breaking Par

(Text overlay on the screen "DesertFoxGolf.com/BreakingPar" with a still image of the Phone Caddy and microfiber bag)