

Promo Video 1

Storyboard

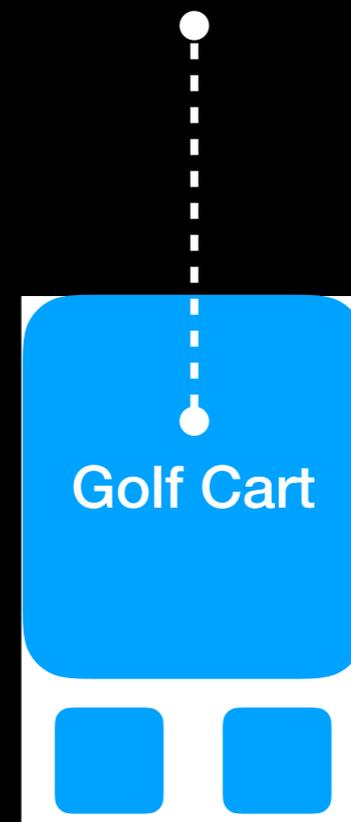
- Objective: show customer the problem and the solution
- Drive them to want to go buy a phone caddy
- Tone: warm tones, smooth transitions, soft feel
- Transition the view from relaxed, to upset, back to relaxed. Opening shot, problem shots, solutions shots.
- Length: <60s
- Music:
 - Start with a little more somber background music through the problem foils, then transition to an upbeat music tone once they put the phone caddy on the cart.
 - start with: <https://www.premiumbeat.com/royalty-free-tracks/mournful-sorrow>
 - or this: <https://www.premiumbeat.com/royalty-free-tracks/black-morning>
 - then transitions to: <https://www.premiumbeat.com/royalty-free-tracks/do-you-want-some-more>
 - or this: <https://www.premiumbeat.com/royalty-free-tracks/climax>
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Opening Shot

Areal drone footage
above the cart showing
the golf course in
beautiful fashion

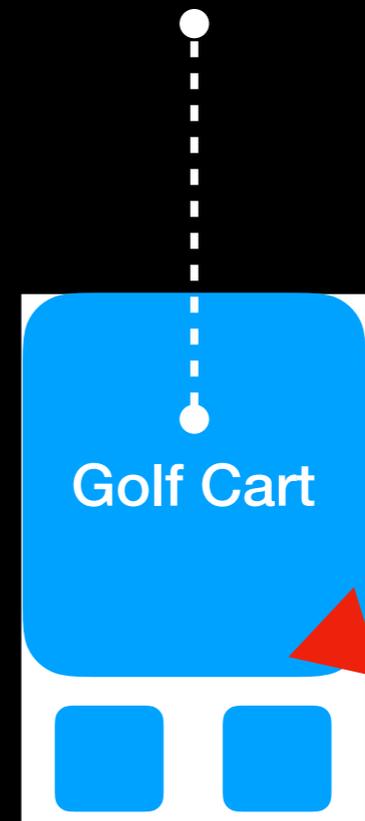
Make the viewer feel
serene, and wowed



Drone Camera

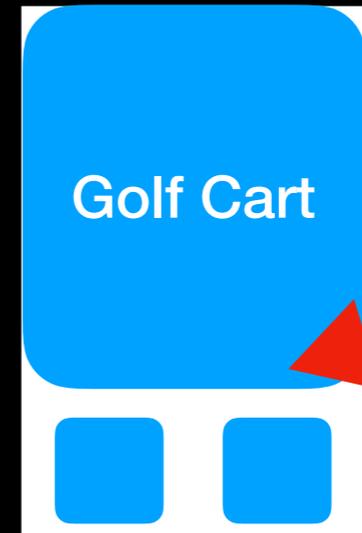
Problem Statement 1

Cut from drone footage to person driving in golf cart with phone in cup holder with a beer spilling on it. Transition the viewer from serene to “that sucks” mood.



Problem Statement 2

User sitting at wheel
tries to put phone in cup
holder but the cup
holders are full of drinks,
then tosses it in the
cubby.



Problem Statement 3

Show another cut person outside the cart reaching in rummaging around trying to find their phone in the cubby with towels, laser range finder and a few other things.

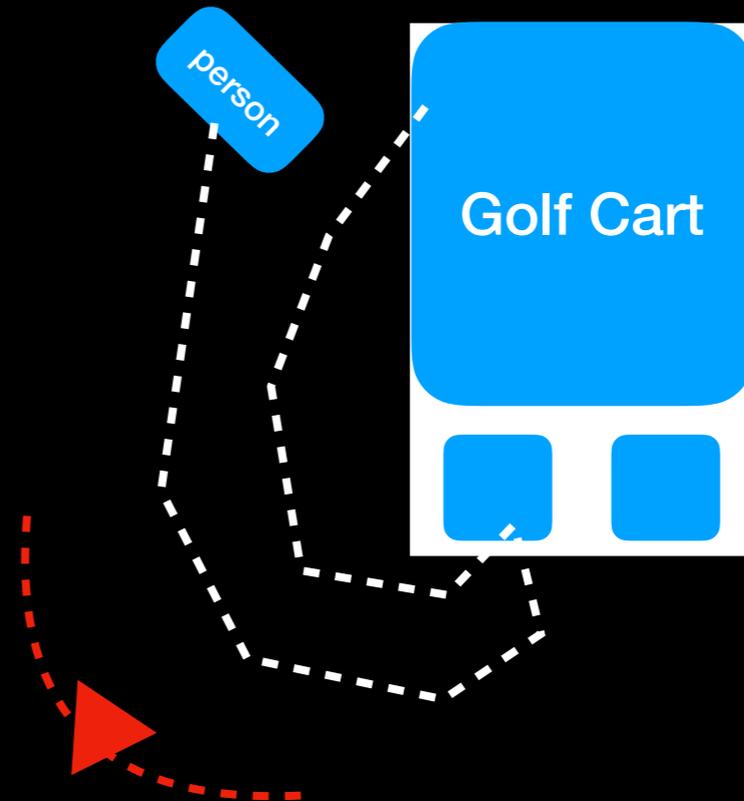


Solution

Cut to person grabbing phone caddy from their bag walk around the cart and strap it to the pole. Changes the music and and then places their phone in the phone caddy.

Driver side.

Triumphant



Still Image Ideas

- Multiple shots moving around the phone caddy after attached to the golf cart
- We use these often as promo shots and social
- Goal is to get 1 good from front angle and 1 good from back angle to generate our “money” shots
- Secondary goal, maybe a good time to do this is to get a shot with key apps / usages

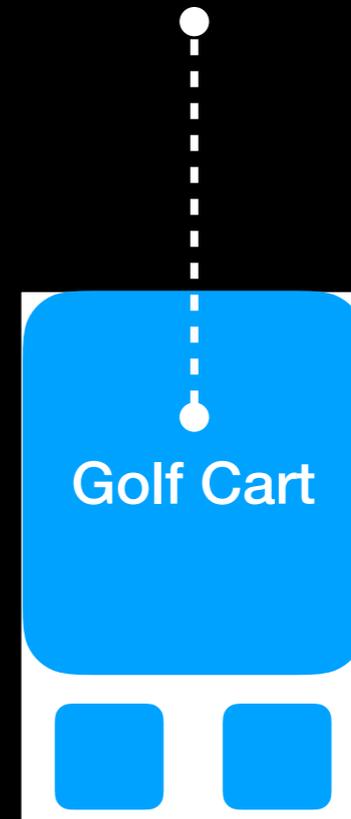


Usage Model

1

Video cut with driver sitting behind the wheel and looking/interacting with phone while its in the phone caddy. Video is shot from outside right of the cart looking in so you can see the screen of the phone and the user.

Passenger side



Still Image Ideas

- Angle here and perspective will be key to get enough of the cart and surrounding area.
- These examples, we felt I was too close.
- Also need to ensure we mount the phone caddy at eye level when outside of the cart, but still easy enough to access

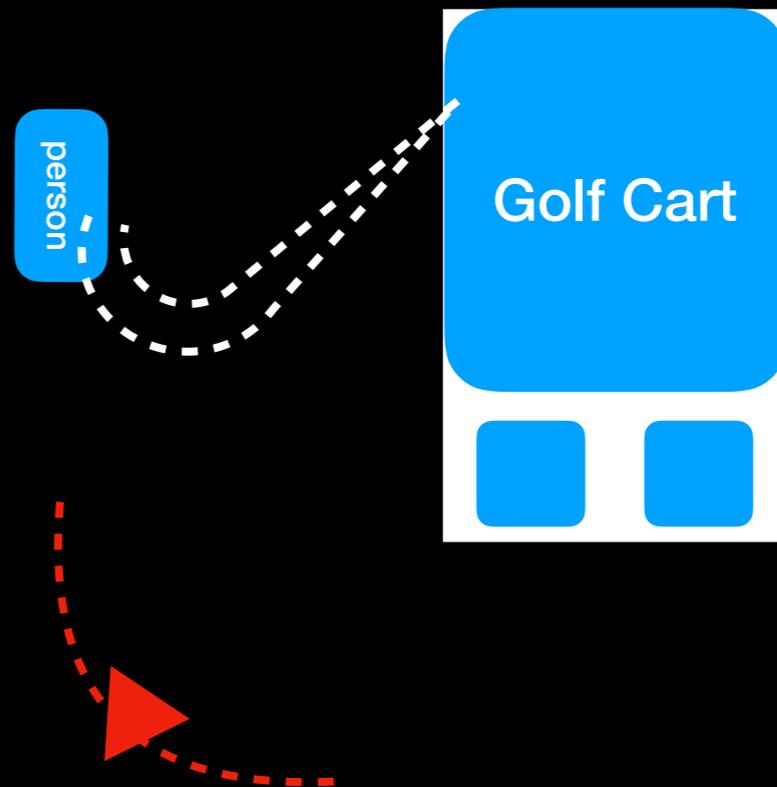


Usage Model

2

User setup to hit a ball next to the cart but wants a yardage. They pull the phone out, check the yardage and slide it back in then go hit the ball. Camera angle is from behind outside left of the cart.

Driver side



Still Image Ideas

- Goal is to convey the golfer is checking out yardage.
- Make this look more natural than the example, but this is the idea
- Also need to get more of an angle vs. straight on from the side to see more of the phone
- We are luke warm on alternate angle from front of the cart
- Also need to pull back to get more perspective on the golf cart



Usage Model

3

Passenger pulls phone out of caddy answers a text message and pops it back in. Somehow convey urgency.

Passenger



Still Image Ideas

- We rarely have passenger shots, so we want to make sure we get some good ones of people interacting with the device
- Curious to get your thought on how literal we get to show the text messaging app, or maybe nothing and let people imply from what they are doing in the picture
- Need to try out multiple angles. Our idea was from within the golf cart, but the outside shot from the back of the cart looked pretty good. I think our least favorite is from the front of the cart.



Usage Model

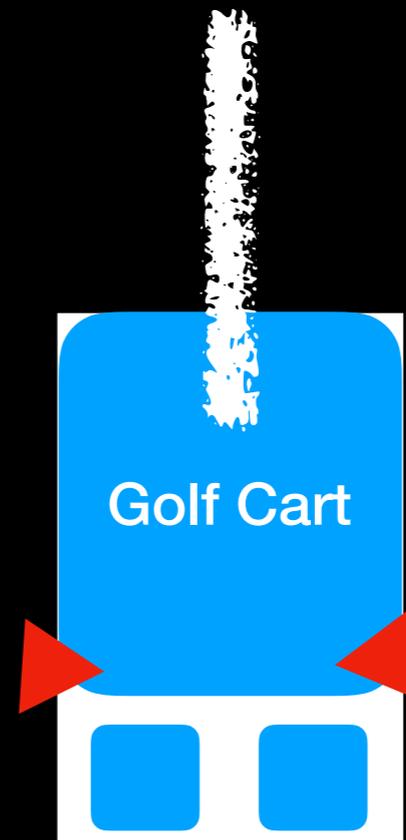
4

Outside shot with drone of cart going over bumpy stuff, and driving away into the sunset.

Cut to inside :

User or Users are driving in the cart, you pan around to see their phones in the phone caddy strapped to the pole. They go over a curb or something rough and you see that the phone or phones don't move.

Both



Call to Action

fade to Still image of the phone + phone caddy installed with a GPS app up. Overlay it with our website and a tag line: Stay in the game on and off the course.

- Maybe make this video a little longer. 90s.
- Target hero video on top of webpage with the full length video.
- We can then cut chunks out of it to make smaller 15-20s videos that may be more appropriate for social media.
 - Each “problem” clip can be expanded slightly and made into a single social media quick add.
 - Something like: Don’t let this be you, buy a “Phone Caddy”
 - Similarly each “solution clip” could be made into a quick video that can be posted separately...
- So out of 1 video we could get 6 “mini videos” to spread out the social media impact.

Promo Video 2

Storyboard

- Objective: how to adjust the phone caddy
- Instructional. Used to show customers how to initially adjust the phone caddy.
- Tone: warm tones, smooth transitions, soft feel
- Length: <30s

Opening Shot

Video cut of user
opening the box and
pulling the phone caddy
out, looking at the
instruction sheet

Single Cut

In 1 single cut, show user loosening thumb screws, spreading wings, inserting phone, clamping wings, tightening thumb screw, pushing face plate forward, then tightening thumbscrew, then showing the user remove and replace phone.

