



Whiteboard Doodle Script and Requirements

Script

At Pavcomm, we generally advertise using two types Doodle Video commercials. The first format uses a script with a question and an action, and the second contains questions, solutions and an action.

3 Step Process: (1) We want to create an emotion (2) Create intrigue (3) Promise the answer when the viewer takes an action.

Over 5 years, Pavcomm has conducted hundreds of client script consultations. During that time, we have broken the process down to 6 very simple questions the answers to which will form the backbone of the script.

- Who's your target market?
- What's their situation?
- How do they feel about that right now?
- How do you want them to feel after watching the video?
- What do you want them to do next?
- What is the one big idea that you are trying to get across?

1) You will notice on the Storyboard set-up document, as well as when you are ready to upload your script with your logo, we speak about images.

- IMAGES are defined not only as your pictures, logos and our doodle clip art / images but also a group of words. When we 'doodle' your storyboard for your video, a 'grouping' of words will 'doodle' as well as images. So, please keep in mind that when you write your script and upload your images, you might want to think about this.

- Example - If you wanted the text, "Welcome to our video" and we doodled it, it will be approx. 3 seconds.

2) Think about what you want to say to your viewers. The least amount of words, the better.

- Let the doodle images speak for you. Try to create a want and/or need for your product, service or goods. If your company solves a problem, then explain the problem and create a solution for them using your business.

- On the Storyboard Setup, you'll notice that there are scenes. Each scene is about 10 seconds long and you can have up to 3 images per scene. This way, your thoughts and ideas will flow with a purpose.

- The best way to think about writing a script is to figure out why one purchases from you. Do you fill a void in the market place, does your business solve problems, is your business over saturated in your area and you have the best pricing with the best customer service?

- Look at 30 second T.V. ads, they create thought, they create an emotion, they take the viewer on a short journey and if done well, the viewer not only watches the entire commercial, but remembers it.

THIS IS WHAT WHITEBOARD DOODLE DOES...it captures an emotion and is watched.

3) Background music - Fast / Slow / Classic / Modern / Instrumental / Non-Instrumental

4) What color background would you like? (Stock White, or any color, please provide color if not stock white on upload images website page)

Requirements

1) Fill out our Whiteboard Doodle Storyboard Set-up document and submit it to us via provided web link for upload.

2) Images must be in either .png or .svg (Note: the higher the resolution, the better the outcome.) SVG images draw out better using the doodle drawing style, whereas .png do not. We may not be able to doodle draw the .png image. If not, we will have that image come in the scene by a fade-in, fly-in or move-in effect.

3) On the Whiteboard Doodle Video Storyboard Set-up document, for your company image placement, place an image number in each diagram where you want it. Make sure when you upload said image/images, you have that as your image name. If you want us to do the image placement, just let us know. There are 3 images per 10 second scene, and we can provide all images if you want. We just want to make sure we capture any thoughts via images you want. i.e. logo, business industry, etc.

4) What file format would you like your Whiteboard Doodle to be delivered in? By default, it is an: '.MP4'