

**BELOW: excerpts from 2 “working” scripts** taken from *Tech Time*: a 4-minute marketing broadcast I researched, wrote and directed each week for 1,000 U.S. stores. Goal: motivate sales teams on upcoming ad promos and reinforce cross-sell/up-sell behaviors. **Huge sales/margin results!** Click “Success Stories” screen on home page for the dramatic ROI results!

VIDEO	AUDIO
<p><i>Transition: Deal of the Week – notebook shot</i></p> <p><i>CUT to ad on left half (or 2/3) of screen (whatever looks best). Then HP 3847 printer appears (timed to voice) with big “FREE” on right side (or wherever it looks best)</i></p> <p><i>CUT to At just \$399, everyone can:</i></p> <ul style="list-style-type: none"> <li>• <i>Customize the way they want:</i></li> <li>• <i>Still get a great deal!</i></li> </ul> <p><i>CUT to:</i> Build it the right way now: Saves money and hassles later!</p> <ul style="list-style-type: none"> <li>• Better performance immediately</li> <li>• No future installation charges</li> <li>• Protected under 1 warranty</li> </ul> <p><i>CUT to:</i> <i>Ask these 3 questions before they finalize their CTO order....</i></p> <ul style="list-style-type: none"> <li>• <i>WHAT will you use your new notebook for?</i></li> <li>• <i>HOW do you plan to back up your work?</i></li> <li>• <i>WHERE will you use your notebook?</i></li> </ul> <p><i>Use transition slides – just rename from attachment #1 to “Question #1”</i> <b>Question 1: What will you use your new notebook for?</b></p> <p><i>CUT to:</i> <i>Question 1 What will you use new notebook for? Base Unit: Sempron 3000+; 256MB</i></p> <ul style="list-style-type: none"> <li>• <b>GOOD</b> for standard business tasks</li> <li>• <b>Not recommended</b> for demanding uses: <i>photo editing, video, complex presentations</i></li> <li>• <b>Not advised for multi-taskers:</b> <i>may have to close 1 program to open others</i></li> </ul> <p><i>Question 1: What will you use your new notebook for?</i> <b>For more speed and power, suggest:</b></p> <ul style="list-style-type: none"> <li>• <i>Better Processor</i></li> <li>• <i>More Memory</i></li> </ul>	<p>This week, we’re putting a notebook in your customers hands for <u>under \$400</u></p> <p>Not only are we slashing the Presario R4000 down to just \$399.99, but we’re adding a <u>FREE HP color printer</u> too!</p> <p>With the base system priced this low, everyone can customize their notebook just the way they want—and still get an <u>unbeatable deal!</u></p> <p>Remind customers that building in the right features now saves money and hassles later. They’ll enjoy better performance immediately. Save installation charges. And get full warranty protection on everything.</p> <p>Although there are many different ways to build a notebook, asking these <u>3 questions help</u> customers focus on the <u>most important</u> things to think about. That makes a big difference in whether their new notebook can meet their needs.</p> <p><u>Question number one:</u> what types of tasks will they be using their new notebook for?</p> <p>The base unit is fine for average use. But if they edit <u>photos, videos, or big presentations</u>, the slower speeds may frustrate them. If they work on multiple files or online tasks at once, they may have to close 1 program to open others.</p> <p>Stepping up to a <u>better processor</u> and <u>more memory</u> lets customers work <u>faster</u> and on multiple files at once.</p>

Back to School Broadcast

VIDEO & MUSIC CUT-INS	AUDIO
<p>CUT to full-screen shot of summer fun (kids in bathing suits) with moving overlay of school-related image covering entire beach/pool shot just when anncr says” <i>books and backpacks</i>” Header on this 2<sup>nd</sup> image: Start’em off RIGHT... (do as blackboard with chalk effect (use comic sans)</p> <p>CUT to 1<sup>st</sup> copy line - music kicks in with this first shot. Then start montage of school lifestyle photos. <u>Backdrop around blackboard, apple, traditional “school” symbols/looks to add atmosphere...</u></p> <p><b>Back to school starts with SHOPPING...</b> &lt;IMAGES &gt;</p> <p><b>COOL Stuff for Students</b> <b>MORE IMAGES</b></p> <p><b>HOT deals for PARENTS</b> <b>MORE IMAGES</b></p> <p><b>Starting with this week’s BEST Deal</b> <b>Steal</b>(cross out deal with red line and write in “Steal” so it looks like it was added at last minute)</p> <p>CUT to Shot of cover ad (HP \$589.98 system, bottom left corner) Animated circle around “Office Depot Exclusive” when annr says “Office Depot”</p> <p>CUT to system shot with bullets:</p> <ul style="list-style-type: none"> <li>▪ <b>Extra-fast P4 processor + double memory:</b> <i>Work much faster!</i></li> <li>▪ <b>HUGE 160GB drive:</b> <i>fits everything!</i></li> <li>▪ <b>Double layer DVD Burner + CD Burner:</b> <i>Back up 2x as much data!</i></li> <li>▪ <b>Sleek LCD flat panel:</b> <i>Fits better in small dorms, kid’s rooms</i></li> </ul> <p>Burst: Just \$589.98</p>	<p>As bathing suits give way to books and backpacks, we’re ready to help <u>every</u> student start the school year off right ... <i>(once line is spoken, FAST cut to slide 3 collage and music, so flow isn’t interrupted)</i></p> <p>LAUNCH “back to school” music at 1:49 <i>as they see shots and headlines across screen.</i>”</p> <p><i>synch with music timing to fade out at 2:08... then play 2:17-2:23 (or as much as needed)behind Ben’s voice below</i></p> <p>Kids will be off to an amazing start with the powerful system we have in store this week – designed especially for students <i>(let music fade slowly behind anncr’s voice</i></p> <p>You’ll be seeing this bundle on our ad cover AND in our national TV commercials. It’s one awesome system for the price – and Office Depot is the only place they’ll find it:</p> <p>With this <u>upgraded Pentium 4 processor</u> and <u>double the memory</u>, school projects go a <i>lot</i> faster.</p> <p>A huge drive holds <i>everything!</i> Music, video, photo files, with space to spare.</p> <p>The DVD burner backs up almost twice the data of a regular DVD with a double layer disk, and burns movies too!</p> <p>The LCD flat panel looks and fits much better in small dorm rooms and kid’s bedrooms than typical CRT styles.</p> <p>This is a premium system <u>for well under \$600 bucks</u> and this week we have 3 ways to make it even BETTER...</p>