

Video Storyboard

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COMM311- PR Writing

Video Objectives

- Character-Driven
 - Must overcome a problem
- No more than 60 seconds
 - No more than 15-20 different camera shots
- Emphasize Company Service and Low Freight Rates
 - Showcase the most used mode of transportation
 - How do competitors compare?
 - Integrity, Compassion, Excellence
- Showcase Aquantuo Mobile App
 - Ease
 - Versatility
- Viewers should relate to the characters
- Audio: 3rd Person Narration

Who is in the video?

- (Ghanan) mother
 - Main Character
- Her two kids
- Aquantuo delivery man
- Office workers (extras)

What is the problem?

- A mother has made it her goal not to break the bank this year during the holiday shopping season. However, all websites have too expensive shipping rates... until she finds Aquantuo!

Where will it be shot?

2 Locations

1. Home
 - a. Show rambunctious environment
 - i. kids running around
 - b. Fooling around with the mobile app (PHONE)
 - i. preoccupied with children activities
2. Work
 - a. Show a quieter environment
 - i. workers at desks and computers
 - b. Can concentrate and complete order
 - i. uses the website on work computer

Goal: Aquantuo = Flexible and Personalized

How are we showcasing Aquantuo?

- The MC will learn about the company and how to use Aquantuo.
 - Audiences will learn about Aquantuo, too.
- Not just an Internet service (website) but an app, too.
 - Each platform will show a different approach to how to order
- Emphasis on Customer Service, Reliability, and Low Rates.

Plot Overview

Start

- Mother is trying to order presents at home while keeping up with her kids.
- Frustrated, nothing works.
- She comes across Aquantuo. Finally, some hope!
- She has stop her order midway to clean up after her kids.
- On the way to work, she gets a reminder from the mobile app to finish.

- She finishes the order on her computer while on break with a smile on her face.
- She comes home with her kids
- A delivery guy drops off a package at the same time.
- Both smile. He hand her the package. Kids want to know what it is.
- They will know soon enough.

End