

Storyboard - Pritchard's Pre-Roll YouTube Commercial

<p>Image Description/Drawing: Bob walks into Pritchard's</p>	<p>Image Description/Drawing: Pritchard's Worker Brings Out Sample Tray of Ice Creams</p>	<p>Image Description/Drawing: Bob intensely tries two ice cream flavors in normal motion and for the third we go into slow motion.</p>
<p>Camera Shots/Movement Instructions ESTABLISHING SHOT – Pritchard's</p>	<p>Camera Shots/Movement Instructions CUT TO: INT. Pritchard's Medium Shot of Pritchard's Worker & Bob face to face</p>	<p>Camera Shots/Movement Instructions INT. Pritchard's CUE: Slow motion</p>
<p>Audio BOB: I'm Here to Vote</p>	<p>Audio Pritchard's Worker: Goodluck</p>	<p>Audio BOB: This is the one.....Now What?</p>

<p>Image Description/Drawing: Pritchard's worker stands behind the counter eagerly</p>	<p>Image Description/Drawing: Bob is at his desk on his computer on the Pritchard's website. He constantly hits refresh in hopes of being the winner.</p>	<p>Image Description/Drawing: ONE MONTH LATER SCREEN COMES UP</p>
<p>Camera Shots/Movement Instructions CLOSE UP ON PRITCHARD'S WORKER</p>	<p>Camera Shots/Movement Instructions INT. BOB'S HOUSE WIDE SHOT BEHIND BOB SHOWING WEBSITE & REFRESH</p>	<p>Camera Shots/Movement Instructions BLACK SCREEN WITH "ONE MONTH LATER" ON IT.</p>

<p>Audio</p> <p>Pritchard's worker: That's a good question, now that you have elected a favorite sample. Make sure you check out our website in a month to see if you are the lucky voter!</p>	<p>Audio</p> <p>Bob: refresh..refresh, refresh...</p>	<p>Audio</p> <p>NONE.</p>
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<p>Image Description/Drawing:</p> <p>Bob is still on his desk, now with a full beard, wearily pressing refresh.</p>	<p>Image Description/Drawing:</p> <p>Bob presses it one more time, this time it shows that Bob's flavor won, and his name is seen on the website.</p>	<p>Image Description/Drawing:</p> <p>Bob's computer shoots out confetti and the house walls come down. The Pritchard's family appears with a tower of 48 ice cream cones.</p>
<p>Camera Shots/Movement Instructions</p> <p>INT. BOB'S HOUSE WIDE SHOT - BEHIND BOB</p>	<p>Camera Shots/Movement Instructions</p> <p>INT. Bob's House CLOSE UP on Bob's Computer</p>	<p>Camera Shots/Movement Instructions</p> <p>INT. BOB'S HOUSE LONG WIDE SHOT THAT SHOWS BOB AND THE WHOLE FAMILY CELEBRATING</p>
<p>Audio</p> <p>Bob: refresh..refresh, refresh...</p>	<p>Audio</p> <p>Bob: I won!! 48 Free Cones!!</p>	<p>Audio</p> <p>Cheers followed by music in the background-we are the champions</p> <p>Pritchard's Family: You won, welcome to the family.</p>

Image Description/Drawing:

PRITCHARD'S 75TH ANNIVERSARY EVENT

VOTE FOR YOUR CHANCE TO WIN 48 FREE
CONES!!

Camera Shots/Movement Instructions

**TEXT SCREEN
FADE OUT**

Audio

WE ARE THE CHAMPIONS IS STILL PLAYING