

Brand Name : RenterWarrior
 Date : 06/11/2014
 Video Duration : 60 second (normally 160 word of narrated script = 1 min video)

SCENE	NARRATION / VOICE OVER	ANIMATION IDEA
1	How well do you know your landlord?	People moving in to new house and saying Hi to their landlord in a nice suit and big smile with a for rent sign
2	They may seem nice and friendly in the beginning but as soon as you need a repair done or try to get your rental deposit back, they become.. well.. something different	Woman talking to (nice) landlord (dressed as a businessman) on the phone with leak behind her and after she starts talking he turns into a troll (as the voice over says different) and hangs up.
3	Why waste time dealing with the frustration of chasing uncooperative landlords who don't return your calls and refuse to fix problems? Surely there is a better way	Woman keeps calling and the troll is shown ignoring the call. Calendar showing 2 weeks go past and troll not answering phone. She's pulling her hair out in frustration.
4	RenterWarrior is here to help!	Woman showing thought bubble of our logo
5	With RenterWarrior you simply fill out the issue on our website and we deal with the Landlord for you.	Show woman clicking on her laptop.
6	We are experts in renter rights and know what it takes to get things done.	RenterWarrior Man chasing troll around with sword and a pack of legal letters on the laptop.
7	Our systems allow you to keep detailed records of all correspondence and store time and date stamped pictures of your property from when you moved in. So that when it comes time to get your rental deposit back you have a strong case	Woman walking around house taking pictures then Warrior and Woman standing in front of troll at desk and slam big file of papers in front of troll as troll looks upset.
8	You can rest easy knowing whatever happens RenterWarrior will be by your side to take care of it.	Woman coming home happy after a long day at work to see handyman fixing leak. Fades out into our logo.