



**Client:** *Company name*

**Length:** 60 seconds/ 170 words

**Script Version:** #

**Date:** *Jan 1*

**Notes:** *Include important things about the script that you want the creative team to keep in mind.*

Time	Voiceover	Visuals
<b>Your target viewer's main problem (the one you aim to solve)</b>		
0 - 5 sec.	Running a restaurant is hard work.	<i>We see a restaurant storefront and zoom-in.</i>
	Slow, inefficient service costs you a huge chunk of your revenue and makes your customers unhappy.	<i>We are now inside the restaurant. The waitress is balancing a pile of plates while running around. The clients look angry, above each of their heads, we show angry emojis.</i>
<b>Solution - introducing your product/service</b>		
	But what if there was a way to serve your clients in a snap?	<i>Waitress and patrons all turn their heads to the camera, looking surprised/interested.</i>

06 - 25 sec.	Now there is - it's Foody - the app that will transform your restaurant service and boost your profits!	<i>We present the Foody logo on an abstract background, animated.</i>
	Foody helps your staff provide quick, efficient, and delightful service to your customers	<i>We see three icons - a clock, a coin, and a tumb-up in a circle.</i>
	by making the ordering process as easy as pie!	<i>The icons combine and turn into a pie.</i>
<b>How it works.</b>		
26 - 55 sec.	How does it work?	<i>The question appears on screen in the form of animated text.</i>
	Register on the Foody website to access your dashboard.	<i>We see a graphic representation of the Foody dashboard on a laptop screen.</i>
	You create beautiful, custom menus with just a few clicks.	<i>We see the menu builder and a mockup of a menu with an example logo and items.</i>
	Then simply generate a QR code, print it out,	<i>A QR code is printed out.</i>
	and set it on your tables, at the bar, or anywhere else.	<i>We see a 3-way split-screen of a restaurant table, a bar, and a restaurant window (outside). The QR code is on all of them.</i>
	When your patrons scan the code with their phone,	<i>We see a phone screen going over the QR.</i>
	they will see your menu - without the need to download apps or register on websites.	<i>On the phone screen, we see a mockup of a digital menu.</i>
Once the order is ready, the waiter brings it over and - voila!	<i>The waitress brings full plates to a table of customers, the customers look happy. Above the customers' heads, we see heart emojis.</i>	

## Benefit + Proof

56 - 58 sec.	Foody makes ordering easy -	<i>We see a circle table from above, with multiple meals appearing on it.</i>
	so easy that orders increase by 30%!	<i>The table transforms into a pie chart with 30%.</i>

## Call To Action

59 - 60 sec.	Serve your customers the best experience - with Foody! Sign up today!	<i>The logo and website appear at the end.</i>
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