

## Intro “Teaser” Video: high-level; minimal detail

Visual Ideas:	Voice Over
<p>Cartoon guy on track...stumbling/struggling to scale over the hurdle “financial goals”</p> <p>graphic word “costs” shooting to top of screen</p> <p>graphic word “conversions” plummeting to bottom:</p> <p>Panicked cartoon guy drowning under all the work: his eyes peeking out above big mound/pile of folders/papers</p>	<p>If you’re struggling to reach your financial goals—</p> <p>either because your marketing costs are too <i>high</i>...</p> <p>or your conversions are too <i>low</i>...</p> <p>or you just don’t have <i>enough resources</i> to get the job done....</p>
<p>Hurdler easily and happily jumping high over “financial goals” hurdle</p>	<p>Expresso can put you on the winning path ... and <i>already has</i> for companies who use it...</p>
<p>Different cartoon guy (representing customer) showing his empty outturned pockets – all tapped out. Maybe another turning up his nose - definitely not interested.</p>	<p>You may be aiming at the <i>wrong targets</i>. some prospects are not as <i>able or as willing</i> to buy as you think. So you end up wasting money talking to the <i>wrong</i> people.</p>
<p>Crowd or room full of faceless people: silhouettes or generic, stick-style figures w/o detail: all look the same. Then animate certain ones by lighting them up, lifting them above crowd or changing their color (gold or “money” green?), to flag as “best”</p>	<p>Expresso <i>identifies and qualifies your best prospects</i>. So you spend less <u>and</u> spend <i>smarter</i>: on those most likely to respond</p>
<p>Man trying to give a golf club to annoyed surfer dude at beach</p> <p>Man handing a golf club to happy man on golf course</p>	<p>Maybe you’re using the wrong <i>hook</i>: an offer or channel that doesn’t fit your audience’s wants or needs....</p> <p>Expresso predicts which offers best match your audience profile and preferences. So you get <i>better</i> results.</p>
<p>Shot of “best” prospect... followed by shot of golf club</p> <p>Arrow launching from bow in slow-mo...painfully slow?</p>	<p>Now if you already <i>know</i> your best targets – and have the right hook - you’re halfway there.</p> <p>But <i>how efficiently can you AIM and SHOOT?</i> How much time and money are you spending now to reach your audience?</p>
<p>Dynamic stopwatch or counter conveying minutes/hours flying by... lightening-quick speed</p> <p>Dynamic images of mail flying into mailbox ... email message flying into laptop... cell phones vibrating...</p>	<p>Expresso frees you to <i>create and execute</i> totally customizable campaigns in <i>minutes or hours</i> –instead of <i>days or weeks</i>:</p> <p>by mail... online... and mobile...</p>
<p>Animation depicting dramatic 50-90% drop</p>	<p>Expresso clients are saving <u>50-90%</u> in time and costs AND enjoying more marketing flexibility than they ever imagined.</p>

**Comment:** Client needed series of 3 **60-second optimized online videos** that quickly conveyed top benefits of complex marketing database, qualification and tracking software platform - without getting too technical, dry or detailed. (I’ve attached INTRO and Video 2)

**Audience:** busy C-level execs. Videos to be posted on microsite/landing page.

**Challenge:** Just 60 seconds to tout tangible benefits of technical system – without getting technical. No spokesperson or photography available.

**Approach:** kept messaging short, simple, focused on ROI -and kept it moving! Visuals supported voiceover – but in fun, lighthearted way.

**Result:** clear messaging that isn’t heavy or ponderous.

**Status:** Client loved draft: Just wrote it in May. We haven’t started production yet.

<p>Cartoon guy excited as he sees reports/charts that show winning campaign</p>	<p>Expresso also delivers insightful <i>reporting results</i> during and after campaigns. You know <i>exactly</i> what's working –and what isn't, giving you the power to react <i>fast</i>.</p>
<p>Think slight spoof of late night infomercial here!</p> <p>Image of bulky server – big slash line through it  Image of 10-15 software CDs– line through it  Words “Training” – with line through it</p> <p>Shot of laptop with online connectivity...</p>	<p>Best of all, there's no hardware to buy.  No software to buy or upgrade.  And no complicated training:</p> <p>if you can use Microsoft Office and have Internet access, you can use Expresso..</p>
<p><b>More profitable prospects...and the right message?</b>  Arrow directing viewer to LEFT Button (purple/gold )</p> <p><b>Reach your best prospects faster –at 50-90% LESS...</b>  Arrow directing viewer to RIGHT button (blue/gray icon)</p>	<p>Ready to target <u>more profitable prospects?</u>  <u>With the right message to win their business?</u>  Click the LEFT button now...</p> <p>Ready to reach your best prospects <u>faster at 50-90% less?</u>  <u>Click the RIGHT button now</u></p>