

Client: PuroClean: national franchise: property restoration services for storm/disaster recovery
Project: 3-minute video provides “sneak-peek” of Puro’s leading-edge flood simulation center: shown to new franchisees, other visitors before they embark on physical facility tour.
Objective: Build interest/excitement in training facility; positions Puro’s strong commitment to training.
Short excerpt from script below - full version gladly provided upon request.

VIDEO

AUDIO

EFX: PURO team opening montage

SFX: *Stirring, motivating music, first loud...then softer as backdrop behind VO:*

CUT TO:
Techs cleaning

VO:
Before they can save homes...

CUT TO:
Little girl with Puro teddy or Puro saying goodbye to happy family (whatever fits best)

Before they can restore property and lives...

CUT TO:
Close up of PuroClean Academy entrance, signage or other clear identifying marker.

VO: (no music)
It all begins here. At the world-class PureoClean Academy.

CUT TO:
Graphic North American map: 17 pin dots

There are only 17 training facilities this advanced throughout North America.

View then transitions to exploded shot of South Fla pin.

And even within that esteemed group, our PuroClean facility still ranks among the best.

CUT TO:
Shot of classroom, transitioning to shot of hands-on drills

Here is where focused classroom time and hands-on drills work together...

Footage of dedicated Puro team at work

...to transform franchise owners and employees into elite restoration professionals.

CUT TO: smoke/soot simulator

There’s a smoke and soot simulator.

CUT TO: contents cleaning room

A contents cleaning room

CUT TO: supers on screen...teaser message PuroClean Proudly Presents.... Our BIGGEST Technological Breakthrough!

And our biggest technological breakthrough yet that we proudly present to you today!

CUT TO:
Shot of Lauren standing in front of floodhouse entrance: our “ride host”.

<Lauren:> Welcome to the Applied Structural Drying (ASD) Demonstration Facility.

Or what we affectionately call our Flood House!

SUPER: Lauren’s full name/title (CEO)

PuroClean has invested tremendous resources to bring our “state-of the-science” training facility to life.

CUT TO: dramatic flooding simulation

This is interactive, hands-on learning at its finest. We’re talking powerful, highly-realistic flooding simulations that deliver a training experience like no other in our industry.