

3M AAD Video Storyboard



9 0:10

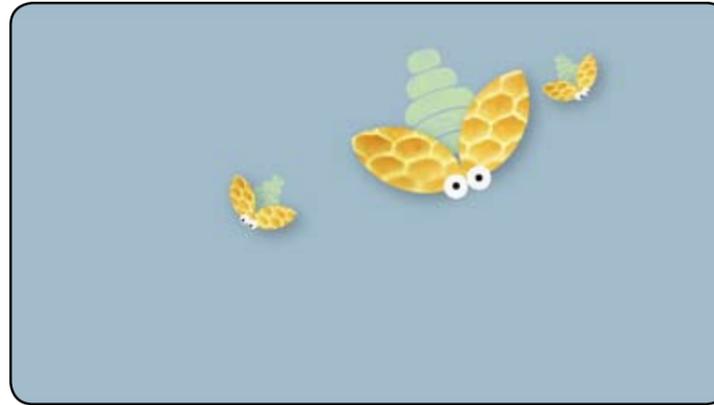
VO: *Protect your car from the unavoidable with the Scotchgard™ Vehicle Protection Package.*

Visual: The hand wipes from right to left removing the word collage and car silhouette, revealing the “Protect your car from the unavoidable” message. The Scotchgard Vehicle Protection Package brand mark then appears.



10 0:11

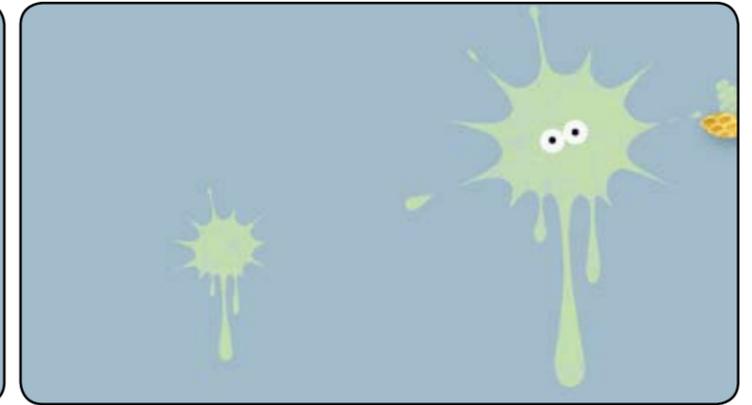
The “Protect your car ...” message and the Scotchgard brand mark then come toward the viewer until the entire screen fills with the blue color of the “unavoidable” type.



11 0:12

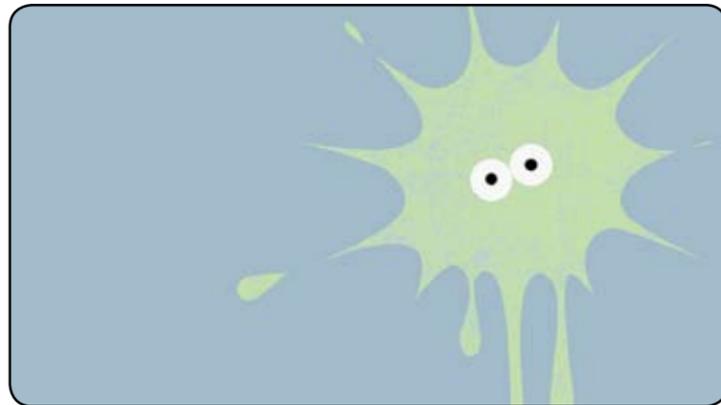
You can't stop bugs from splatting,

At the same speed of the zoom into the “unavoidable” type, three bugs fly toward the viewer (as if they/you are driving a vehicle) ...



12 0:13

and splat! Two of the bugs hit the vehicle's exterior.



13 0:14

VO:

Visual: After a brief pause (and a blink by the large bug's eyes), we zoom into the green bug splatter.



14 0:15

water from splashing,

Zooming into the splat makes the entire screen green. Then a water sprinkler appears ...



15 0:17

and sprays illustrated water across the screen and we begin to pan right.

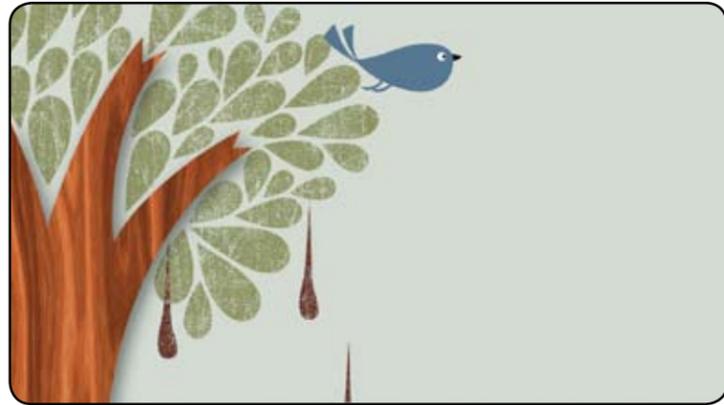


16 0:18

tree sap from oozing

As we pan right, a tree appears. On the right side of the tree, sap is oozing out, it stretches downward and ...

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17 0:19

VO:

Visual: As the sap stretches, it falls. At the same time, a bird flies out of the tree's leaves ...



18 0:20

or bird, uh, droppings from dropping.

Still panning right (with the tree moving left), we follow the little bird in flight. As it flies, it lets out a dropping.



19 0:21

But you can safeguard your car's exterior with Scotchgard™ ...

(This element will be actual goop from the video shoot.) Using a green screen, the animation and video will be melded together.



20 0:25

so the paint looks newer longer and droppings stay above the surface and clean off easily.

[All specifics for the video are still being determined.]



21 0:26

VO: *Here comes old "muddy paws!" Eventually, he's gonna ...*

Visual: After the first video, a tan background appears and a cute puppy rises from the bottom.



22 0:27

shake that fur,

The mutt shakes his tail and body, flinging the mud over the entire screen.



23 0:28

your burger ...

We zoom out until we see a hamburger. (Bun, meat, lettuce, ketchup, tomato, fries and a napkin.)



24 0:29

and fries are gonna slide,

As we continue to zoom out, the food slides downward; everything spills out and the ketchup makes a splat.

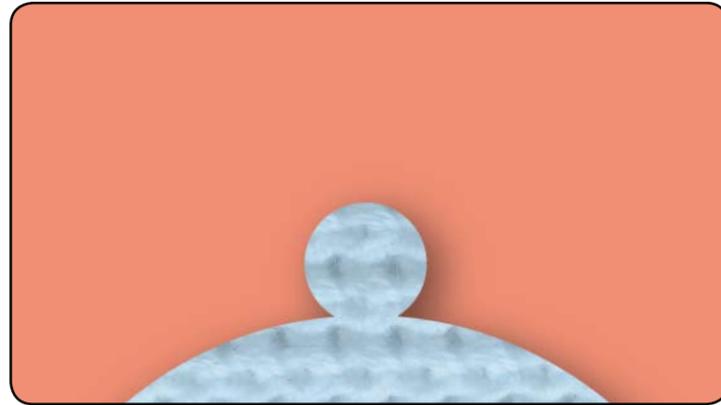
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25 0:30

VO: and fries are gonna slide,

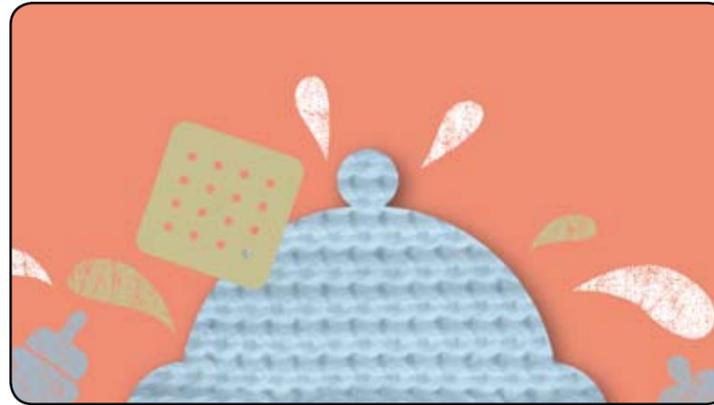
Visual: While panning downward, we zoom into the ketchup until the entire screen fills with color.



26 0:31

VO: baby's gonna toss her milk and crackers ...

As if still panning downward, the top of a child's stocking cap appears. As the hat enters the screen ...



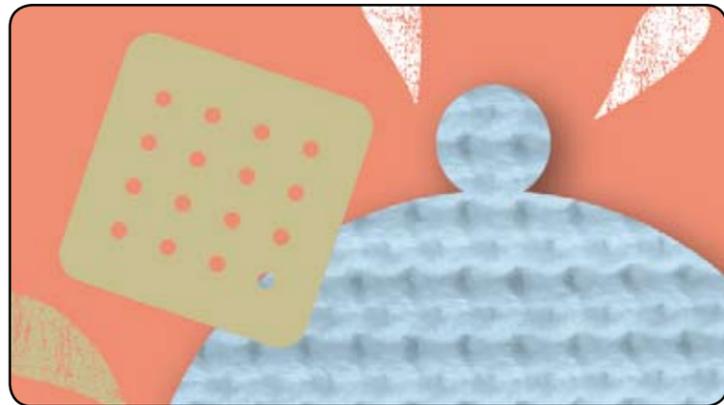
27 0:32

Various items and tears are tossed from the little tyke. (Poor, unhappy guy!)



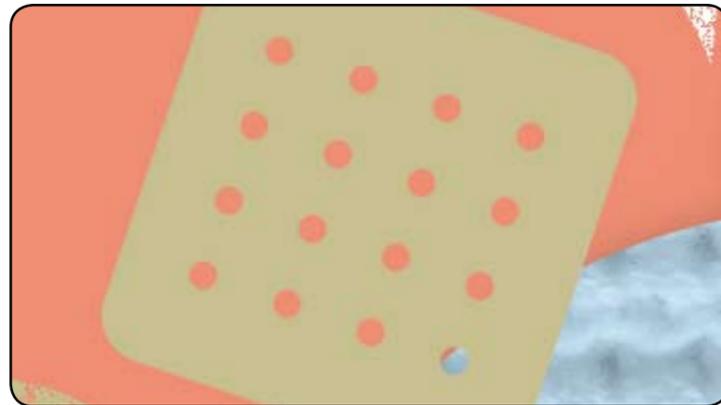
28 0:33

Sippy cups, milk bottles, toast, a binky and crackers emanate from the sad baby.



29 0:34

Visual: As these items are tossed, one of the crackers comes toward the viewer ...



30 0:35

until the entire screen fills with the medium-tan color.



31 0:36

VO: And – oops! –

The medium-tan color fills the screen and a coffee cup falls into the frame.



32 0:37

VO: there goes the coffee!

As it falls, we zoom back to reveal the entire coffee cup and heat sleeve. When it hits near the base of the screen, the cup jiggles and a little illustrated coffee spurts out.

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33 0:38

VO: Scotchgard™ forms an invisible barrier on your seats, carpet and dash,

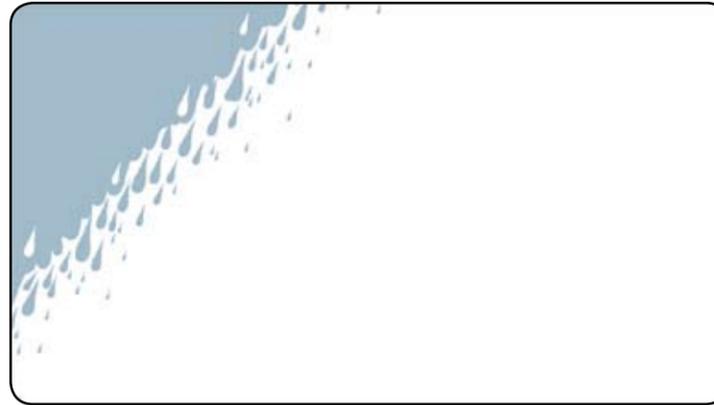
Visual: After jiggling, the coffee cup tips to one side and actual coffee spills out. (The spilling coffee illustration above is FPO.)



34 0:50

repelling stains and spills so they blot off easily and your car stays cleaner and fresher.

[All specifics for the video are still being determined.]



35 0:51

The Scotchgard™ Vehicle Protection Package

A spray of droplets cascades across the screen ...



36 0:52

is professionally applied ...

from left to right revealing the white silhouette of a car and the “professionally applied” typography.



37 0:53

VO: and backed by

Visual: Glints/sparks of light appear on the car. Then the “professionally applied” type then turns dark blue.



38 0:54

a five-year service agreement. If a product fails,

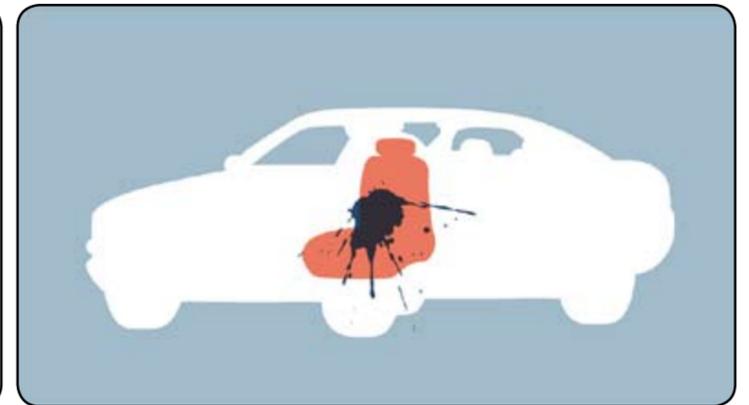
The car and the “professionally applied” type enlarges on the screen and a circle with a large, white number “5” appears over the car ...



39 0:55

we'll provide a solution —

This is followed by the appearance of “year,” “service agreement” in black type and a large splat behind the entire graphic..



40 0:56

Then, a large splat appears and the affected area (the driver's seat) is highlighted.

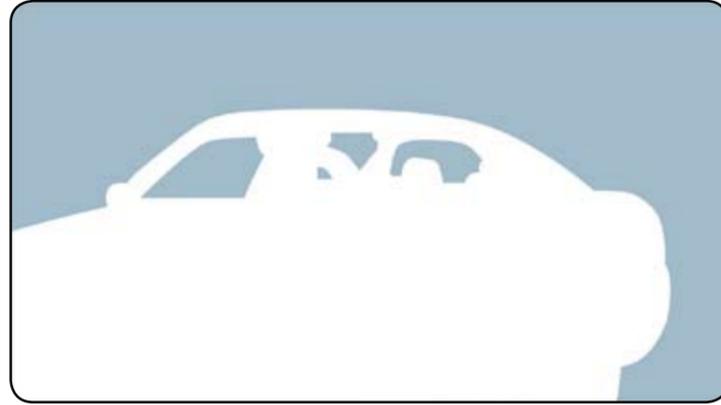
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41 0:57

VO: including replacement of the affected area, if necessary.

Visual: The new, driver's seat replacement is highlighted (complete with a brilliant glow emanating from behind).



42 0:58

We'll keep your car looking newer, longer –

The clean car with a new seat then drives toward the viewer until the entire screen is white.



43 0:59

and down the road, that might just boost your resale value.

The Scotchgard Vehicle Protection Package (Professional Series) brand mark and 3M logo appear ...



44 0:60

We've got you covered.

then the Scotchgard brand mark disappears and the "We've got you covered." statement finishes the video.