

We help your story go where it needs to go

Script & Storyboard Template: for 1 minute animation

1st Scene: Customer & Pain Object (10 sec):

Insert 1st image (or doodle):

Insert 2nd image (or doodle):

Insert 3rd image (or doodle):

Description:

- Customer gender/age:
- Facial expression:
- Clothing:
- Pain object:
- Its size/color/material/sound:
- How is customer interacting with it:
- Other characters:
- Location:

Voice-over (20 words):

- Describe customer's pain:

Additional comments:



animated videos about your product, service, or concept

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2nd Scene: Customer & Solution Object (10 sec):

Insert 1st image (or doodle):

Insert 2nd image (or doodle):

Insert 3rd image (or doodle):

Description:

- How pain object transforms into solution object:
- Its size/color/material/sound:
- How is customer interacting with it:
- Other characters:
- Location:

Voice-over (20 words):

- Describe your solution (1 sentence about solution, 1 sentence about 3 most important benefits):

Additional comments:

3rd Scene: 1st Benefit (10 sec):

Insert 1st image (or doodle):



Insert 2nd image (or doodle):



Insert 3rd image (or doodle):



Description:

- How is customer interacting with solution object, what's new or better:
- Other characters:
- Location:

Voice-over (20 words):

- Describe the most important benefit of your solution:

Additional comments:

4th Scene: 2nd Benefit (10 sec):

Insert 1st image (or doodle):



Insert 2nd image (or doodle):



Insert 3rd image (or doodle):



Description:

- How is customer interacting with solution object, what's new or better:
- Other characters:
- Location:

Voice-over (20 words):

- Describe the second important benefit of your solution:

Additional comments:

5th Scene: 3rd Benefit (10 sec):

Insert 1st image (or doodle):



Insert 2nd image (or doodle):



Insert 3rd image (or doodle):



Description:

- How is customer interacting with solution object, what's new or better:
- Other characters:
- Location:

Voice-over (20 words):

- Describe the third important benefit of your solution:

Additional comments:

6th Scene: Call To Action (10 sec):

Insert 1st image (or doodle):



Insert 2nd image (or doodle):



Insert 3rd image (or doodle):



Description:

- What is 1 thing you want your audience to remember:
- How does customer feel after the pain has been resolved:
- What is customer doing now:
- Other characters:
- Location:
- Last frame (company logo, web site, phone, e-mail, etc.):

Voice-over (20 words):

- Start a conversation with your audience (1 sentence summarizing your solution, 1 sentence calling to action - like “Contact us at” or “become a Fan on Facebook” or “Let’s chat on Twitter” - like “contact):

Additional comments: