


Storyboard- Television

Scene 1 Logo

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Video: A businessman boards a flight through an outside terminal on a hot summer day. He is sweating and breathing heavily as he walks toward his plane.

A box in the center fades in along with an arrow on the right and scene 1. You are able to click through the storyboards with the arrow on the left.

Scene 2 Logo

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Video: He reaches into a bag and grabs a cold refreshing drink. He is about to take a sip when a guard instantly points to the trash where the man sadly throws his drink away.

You click the arrow and scene 2 appears.

Scene 3 Logo

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Video: He quickly takes his seat and begins to wave the stewardess down. He waits in anticipation as she walks towards his seat.

You click the arrow and scene 3 appears.

Scene 4 Logo

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Video: The stewardess grabs something from the freezer. She then heads toward the bathroom where she proceeds to fill up an ice tray with toilet water.

You click the arrow and scene 4 appears.

Scene 5 Logo

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Video: After filling the ice trays, the stewardess heads over to the freezer to make the thirsty gentleman a drink. On her way she stops to let him know that his drink will be right up.

You click the arrow and scene 5 appears.

Scene 6 Logo

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Video: The stewardess makes the gentlemen's drink and brings it over to him. After receiving his drink, he thanks the stewardess profusely and begins to put the cup to his mouth for the first taste.

You click the arrow and scene 6 appears.

Scene 7 Logo

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Video: Close up of the product.
Announcer: Did you know that ice used in your drinks could be equivalent to toilet water? Don't trust anything but the best.

You click the arrow and scene 7 appears.