

# An Ad Agency Ltd – London Branch

**Client: Stuff Stuff Stuff**

**Date: 01/01/2016**

**Version: 1**

**Duration: 30 seconds**

<b>Visual Description</b>	<b>Voiceover</b>	<b>Onscreen Text</b>
<p>1.</p> <p>We see a close up of a lady in a café (late 20s). She has her bag placed next to her coffee on the table. She reaches in to take out her paperback book.</p> <p>Extreme close up of bag.</p>	<p>Bags...</p>	<p><a href="http://www.stuffstuffstuff.com">www.stuffstuffstuff.com</a></p>
<p>2.</p> <p>We see a group of giggling girls (age 25-35) walking down a pavement towards a friend's house.</p> <p>Close up of the group's shoes; patent leather catching the light.</p>	<p>Shoes...</p>	<p><a href="http://www.stuffstuffstuff.com">www.stuffstuffstuff.com</a></p>
<p>3.</p> <p>A cool couple in their 30s walk through a trendy London food market. Arms around each other.</p> <p>Slow motion close-up shot of the coat tails, showcasing the autumn range fabric (camel wool – her. Waxed cotton – him).</p>	<p>Coats...</p>	<p><a href="http://www.stuffstuffstuff.com">www.stuffstuffstuff.com</a></p>
<p>4.</p> <p>Close to end board – black screen with Stuff Stuff Stuff's Logo and website</p>	<p>For your love of stuff... we've got the stuff you love! Visit <a href="http://stuffstuffstuff.com">stuff stuff stuff dot com</a> today.</p>	<p>(Stuff Stuff Stuff logo) <a href="http://www.stuffstuffstuff.com">www.stuffstuffstuff.com</a></p>
<p>5.</p>		

6.		
7.		
8.		
9.		

**Please see notes below before filling out this form:**

## **NOTES**

- Please describe exactly what is happening on-screen in the 'Visual Description' Column.
- In the 'On-Screen Text' section please include all text in your ad eg captions, legal text, quotes, website urls and any text on your endframe.
- Please use the numbering in the 'Visual Description' column to break up your script into paragraphs.