



Introduction Slide



- Scene 01 -
Want to get a gift that's easy to buy



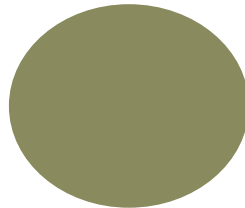
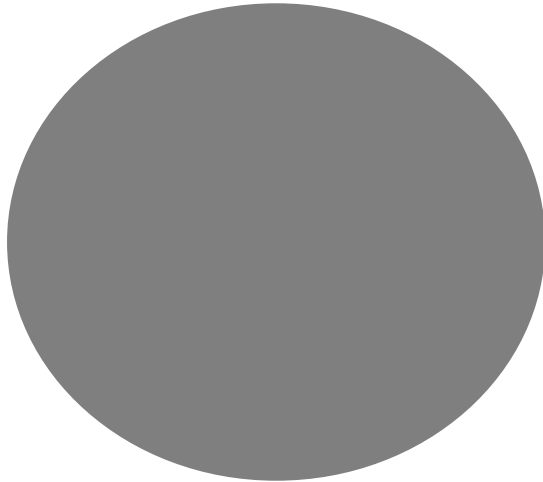
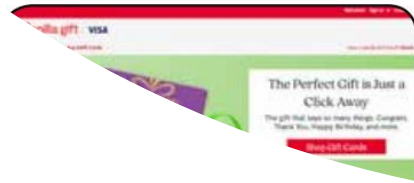
- Scene 02 -
Easy to use



- Scene 04 -
Get them the gift they won't want to
return or exchange



- Scene 05 - Vanilla Gift Cards can be
used online and in stores



VIDEO AD SCRIPTS

COPY & CREATIVE
CONCEPTS BY:
KC GREEN

1. Vanilla Gift "The Gift of Choice" Storyboard v1.0



Transition Slide



- Scene 01 -
hmmm...what is the perfect gift for that special someone?



- Scene 02 -
Something that will inspire that "OMG this is just what I wanted moment?"



- Scene 03 -
Ready for the a-ha moment?



- Scene 04 -
Vanilla Gift Cards take the guesswork out of gifting



- Scene 05 - Giving that special someone the flexibility to choose what they really want.



- Scene 06 -
Great for any occasion



- Scene 07 -
The biggest smallest gift ever



Closing Slide

1. Alternate: Vanilla Gift "Easy to Buy and Use" Storyboard v1.0



Transition Slide



- Scene 01 -
Want to get a gift that's easy to buy



- Scene 02 -
Easy to use



- Scene 03 -
and almost sure to delight?



- Scene 04 -
Get them the gift they won't want to return or exchange



- Scene 05 - Vanilla Gift Cards can be used online and in stores



- Scene 06 -
With no additional fees after purchase and funds that don't expire



- Scene 7, 8 & 9 - Get yours today at VanillaGift.com or



from your favorite retailer and



find delight in the gift that's just right.



Closing Slide

3. Vanilla Gift "Safe When Traveling" Storyboard v1.0



Transition Slide



- Scene 01 & 02 - Whether heading off to a sunny destination or weekend in the mountains, with Vanilla gift the adventure awaits!



- Scene 03 - Wherever life takes you Vanilla Gift makes the perfect travel companion



- Scene 04 - Safe and secure to use in stores and online



- Scene 05 - Coast to coast anywhere Visa Debit Card or Debit Mastercard are accepted



- Scene 06 - Buy online at VanillaGift.com or from your favorite retailer



- Scene 07 - Give the gift of flexibility



- Scene 08 - The Gift that always fits.



Closing Slide

5. Vanilla Gift "Every Occasion" Storyboard v1.0



Transition Slide



- Scene 01 -
From birthdays



Scene 02 -
To holidays



- Scene 03 -
and fun days



- Scene 04 -
Make the moment unforgettable



- Scene 05 - With the gift that brings
delight to every occasion



- Scene 06 -
Buy online at VanillaGift.com or pick
one up at your favorite retailer



- Scene 07 -
And bring some wonder to their day.



Closing Slide

Walmart Graduation Gift Card Video Script 1

written by: KC Green (short video script to promote graduation-themed gift cards)

Audio

Hi everyone, my name is _____. It's graduation season at Walmart!

Are you looking for the perfect gift to say congratulations? Follow me.

With my nephew graduating soon I immediately knew what the perfect gift would be, one he picked out himself.

Check out our wide selection at the gift card cube conveniently located at the front of the store, near the registers.

Gift cards are easy to buy and easy to use.

They come in multiple denominations to fit your budget.

Walmart offers a selection of gift cards perfect for every graduate!

Walmart Graduation Gift Card Video Script 2

written by: KC Green (short video script to promote graduation-themed gift cards)

Audio

Congratulations to the Class of 2019!

It's graduation season at Walmart and we've got the perfect gift for every graduate.

Come check out our gift card cube conveniently located at the front of the store, near the registers.

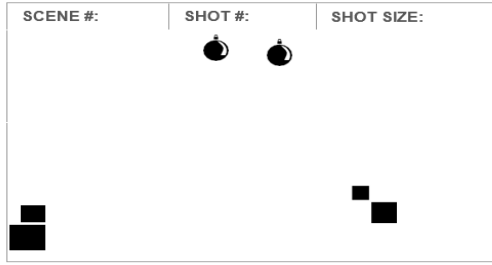
Gift Cards are a great way to say, job well done!

And they're easy to buy and easy to spend.

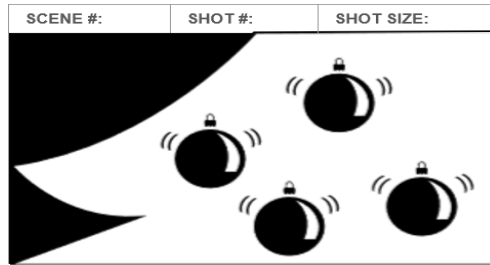
We've got a wide selection of gift cards in multiple denominations to fit your budget.

Walmart offers a choice of gift cards, ideal for every occasion!

Vanilla Gift Card Holiday Campaign – Video Ad Script



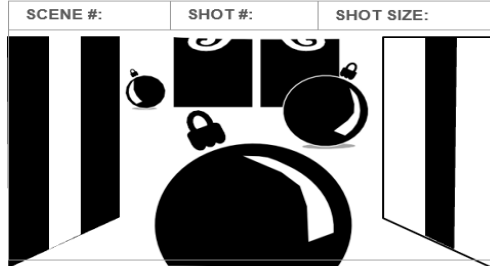
We know the joy of giving is its own reward



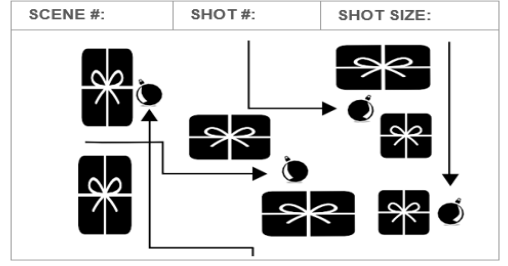
(incoherent noises of excitement)



but who says you can't get something for yourself too?



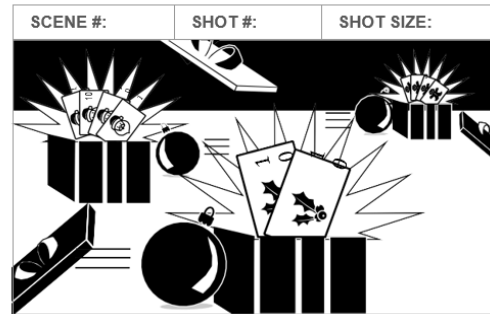
(incoherent noise like minions)



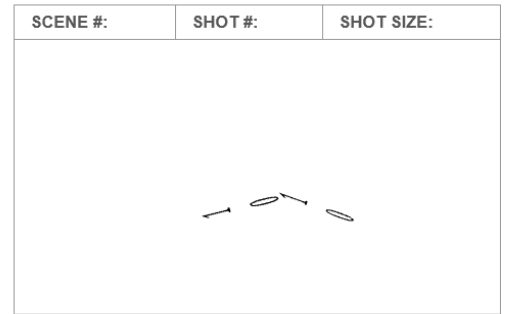
Now when you buy Vanilla Gift Cards



You can enter to win



One of over 10 prizes every week for 10 weeks



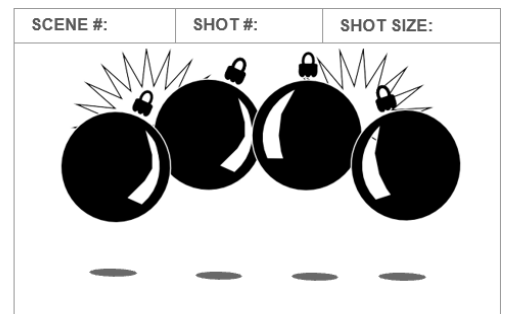
Including a \$10,000 Vanilla Gift Card grand prize!



(Cha-ching)



So...get gifting.



And start sharing the delight for more chances to win.

VanillaDirect Pay Video Consumer Script

Written by: KC Green

VISUALS Graphics / Cuts / Directions	AUDIO Narration / Music / FX
	<u>VOICE:</u> Ever feel like you spend half your life waiting in line?
	<u>VOICE:</u> And filling out forms?
	<u>VOICE:</u> Thinking to yourself, there must be a better way to pay your bills with cash. Now there is.
(Note: Illustrate bills such as electric, water, gas, phone, cable, etc.)	<u>VOICE:</u> Introducing the VanillaDirect Pay Mobile App. (A BEAT) A simple, quick, and convenient way to pay your bills with cash.
(Note: Illustrate someone picking up a prescription at a CVS pharmacy with a VanillaDirect sign next to the register.)	<u>VOICE:</u> Enjoy the convenience of paying bills while doing everyday things like shopping for groceries or picking up a prescription.
Show the mobile app screen and sign up screen (Continuous)	<u>VOICE:</u> Just download the iOS or Android VanillaDirect Pay app and sign up for an account.
Show the screen as it displays for each step. (Continuous)	<u>VOICE:</u> Select a biller from our list and enter your account information to generate a barcode.

<p>(Note: Illustrate with US map and multiple dots indicating the more than 40,000 locations all over the country with small icons for Dollar General, Family Dollar, 7-Eleven, Speedway and Fred's.)</p>	<p><u>VOICE:</u> Take your digital barcode to one of our participating retail locations.</p>
	<p><u>VOICE:</u> Present it with your cash, including any convenience fee at the register.</p>
	<p><u>VOICE:</u> The cashier will scan your barcode and process your payment.</p>
	<p><u>VOICE:</u> Take your receipt as proof of payment. You can also view it in the app. That's it! You're done.</p>
	<p><u>VOICE:</u> Fast. Simple. Secure and Convenient. (A BEAT) VanillaDirect Pay. The New Way to Pay Your Bills with Cash.</p>

VanillaDirect Pay Video

Employee Training Script

1.13.19

VISUALS Graphics / Cuts / Directions	AUDIO Narration / Music / FX
	<p><u>VOICE:</u></p> <p>Hi! Welcome to your VanillaDirect Pay Training Course.</p> <p>After you have completed watching this quick and easy video tutorial you will be able to process any VanillaDirect Pay payment at the register and answer some general questions that your customers may have about VanillaDirect Pay.</p> <p>Now let's get started.</p> <p>For customers who prefer paying for everyday living expenses such as power bills, with cash, there is an easy solution to make bill payments.</p>
	<p><u>VOICE:</u></p> <p>Introducing VanillaDirect Pay (A BEAT)</p> <p>A simple, fast, secure and convenient way to pay bills with cash.</p>
	<p><u>VOICE:</u></p> <p>Processing a bill payment is quick and simple.</p> <p>VanillaDirect Pay issues a barcode to each customer based on the bill they want to pay. The customer may present it either printed or on their mobile phone.</p>

Employee Training Script (Cont'd)

VISUALS Graphics / Cuts / Directions	AUDIO Narration / Music / FX
	<p><u>VOICE:</u></p> <p>First, scan the customer's mobile or printed barcode to initiate the payment process.</p>
	<p><u>VOICE:</u></p> <p>The register will prompt you to enter an amount.</p>
	<p><u>VOICE:</u></p> <p>Ask the customer how much they would like to pay and then enter that amount. The system will automatically add any applicable service fee.</p>
	<p><u>VOICE:</u></p> <p>Collect the total amount and apply it to the payment.</p>
	<p><u>VOICE:</u></p> <p>When the transaction is complete, give the customer their receipt as proof of payment.</p> <p>(A BEAT)</p> <p>That's it. You're done!</p>
	<p><u>VOICE:</u></p> <p>The customer may have some questions about the VanillaDirect Pay process. Here are some examples.</p>

Employee Training Script (Cont'd)

VISUALS Graphics / Cuts / Directions	AUDIO Narration / Music / FX
	<p><u>VOICE:</u></p> <p>What do I need to make a payment?</p> <p>You need cash and the mobile or printed barcode for the bill you'd like to pay.</p>
	<p><u>VOICE:</u></p> <p>Is there a fee to pay my bill with VanillaDirect Pay?</p> <p>There may be a fee. This will depend on your biller.</p>
	<p><u>VOICE:</u></p> <p>How long will it take for my bill payment to post to my account?</p> <p>It typically takes from 1 to 4 business days depending on the biller. You need to follow-up with your biller regarding payment posting and the status of your service.</p>
	<p><u>VOICE:</u></p> <p>Can I get a refund for this payment?</p> <p>Unfortunately, the store cannot issue refunds. You need to contact your biller directly regarding refunds or any other issues with your service.</p>
	<p><u>VOICE:</u></p> <p>How do I know what bills I can pay with VanillaDirect Pay?</p> <p>VanillaDirect Pay has over 10,000 billers. To check on a specific biller just go to the Biller Search section on the VanillaDirect Pay mobile app or visit www.vanilladirect.com/pay.</p>

Employee Training Script (Cont'd)

VOICE:

How do I know what bills I can pay with VanillaDirect Pay?

VanillaDirect Pay has over 10,000 billers. To check on a specific biller just go to the Biller Search section on the VanillaDirect Pay mobile app or visit www.vanilladirect.com/pay.

VOICE:

If you have more questions about VanillaDirect Pay see the VanillaDirect Pay Training Q&A Guide or visit the VanillaDirect Pay website at www.vanilladirect.com/pay

VOICE:

Simple. Fast. Secure. Convenient.

(A BEAT)

VanillaDirect Pay.