

“Company XYZ” Brand Anthem Video Script

OVERVIEW

This script is for an anthem video that incorporates a requested basketball theme. The goal for Company XYZ is to excite customers in the manufacturing and retail industries on how they can tackle business challenges using XYZ’s spatial intelligence technology.

WORD COUNT: 129

ESTIMATED RUNTIME: 59 seconds (130 words = 1 min.)

#	VO	VISUALS/CALLOUTS
1	Playmakers... primetime players... <i>ballers.</i> You think they’re born? We say they’re built.	
2	With insight and vision from technology that’s changing the game of spatial intelligence.	
3	That’s the power of Company XYZ.	
4	AI-powered digital playbooks built specifically for your physical locations— so you can read and react in real time to opportunities that take your game to the next level.	Callout: AI-powered digital playbooks for physical space
5	Using the feed from your existing security cameras, Company XYZ represents people as dots that are tracked on your floor plan.	
6	Fueled by analytics that show how your physical space is used, Company XYZ enables you to pivot—without disrupting your business or violating privacy.	

7	<p>Retail spaces.</p> <p>Office buildings.</p> <p>Manufacturing facilities.</p> <p>Whatever your floor, see it like never before.</p>	
8	<p>Increase operational efficiency.</p> <p>Maximize productivity.</p> <p>Operate at peak performance.</p>	<p>Callout: 10x ROI in weeks</p>
9	Are you ready to raise your game?	