

Marketing Sample Script

Narration	Visuals
Narrator (V.O.): Does it ever feel like no matter where you go, this always happens to you?	A BUSINESS MAN walks hastily down a sidewalk, carrying a bunch of dirty clothes. He is searching up and down the street, looking for a laundry mat.
Narrator (V.O.) Or how about this?	The Business Man is now in a laundry mat depositing money into a washing machine. Nothing happens. He hits the machine really hard.
Narrator (V.O.) And this is an absolute nightmare.	The Business Man stands in front of a CONCIERGE at a hotel. He's holding a bag of laundry.
Business Man: "Perdón... Yo soy... uh... laundry..."	The Business Man points to the laundry.
	The Concierge looks at the Business Man in a confused way.
Business Man: "El, uh, wash... lavarito?"	
	The Concierge smiles, holds up her hands, and shrugs her shoulders, as if to say, "I don't understand you."
Narrator (V.O.): What if you never had to worry about this again?	The Business Man is now standing on a sidewalk again with a bag of laundry. He pulls out his phone. INSERT shot of: the phone screen with the Sudstr logo.
Narrator (V.O.): That's where Sudstr comes in.	A car pulls up and grabs the laundry from the Business Man.
Narrator (V.O.): No matter where you are in the world, we've got your laundry needs covered.	The Business Man is standing in front of the Concierge again at the hotel. A WOMAN in a Sudstr shirt walks up and taps the Business Man on the shoulder.

<p>Narrator (V.O.) With Sudstr, you can get your laundry back faster than any hotel can manage, so you can stay focused on what's important to you...</p>	<p>The Business Man is now sitting at a beach in a lawn chair with a swimming suit and sunglasses on.</p> <p>After a beat, he picks up a drink with an umbrella in it and takes a long swig.</p>
<p>Narrator(V.O.): Sudstr, clean clothes with a clear mind.</p>	<p>Sudstr logo displayed on screen.</p>