Video for Sustainability App

Beginning:

* Sustainability app name pops up with bear waving (few second animation)
* Background music begins playing (royalty free, must decide on an appropriate song)

Scene I:

* The text “Walk or Ride a Bike.” is shown on the screen
* Person is shown putting coat and backpack on and opening app
  + Person opens step counting feature
* Camera is placed in various areas to show person walking across screen (sped up)
* Person opens app again and sees how many steps they took
  + Bear is on screen and happy that the person walked
  + Person smiles back at bear

Scene II:

* The text “Recycle.” is shown on the screen
* Person is sitting and is on phone with pile of items next to them
* Person looks at pile of items and video shows them open the app
  + Person opens recycling feature
* Person searches up the various items to see if they are recyclable
* Camera shows person recycling the items or throwing away the items that can’t be recycled in various angles (sped up)
  + Edited into a collage
* Person opens app and uses calendar feature and bear changes to happy recycling state

Scene III:

* The text “Help the Environment.” is shown on the screen
* Bear is edited into shot in various situations
  + Person is walking and bear is happy
  + Person throws recyclable into recycle bin and bear is interested
  + Person sees trash on ground and bear is annoyed
  + Person sees recyclable material in garbage can and bear is shocked
    - Camera is static for all these shots; only the person is moving

Scene IV:

* The text “Download <app name> Now.” is shown on the screen
* Google Play icon and other relevant information also pops up as well as an image of phone with app on screen and bear head icon on side