

NUNU - LAUNCHLABS CAMPAIGN DELIVERABLE SCRIPT

CONCEPT: LIFE AS A BUSINESS OWNER

VIDEO LENGTH: ~ 45 - 60 secs

Visual: Nunu is showcasing the latest arrivals for her business and how they will be available for sale on the website shortly.

Audio: Narrates her difficulties in running several aspects of her business to the audience. (with a sense of worry and frustration)

Audio: Goes on to elaborate how no one ecommerce platform can meet all her business exactly how she wants them to, and how she has been thinking about doing her own thing from scratch.

Visual: Scene changes to Nunu still performing business related activities, on her iPad or phone this time

Audio: Proceeds to discuss how she's been looking for a solution for the longest time. ["Now, I wasn't just looking for yet another developer or service provider...", "I needed something very specific, something that really lets me tailor everything to my specific needs...", etc.]

Audio: And now, she believes she has found the solution which is LaunchLabs. She proceeds to discuss all the services offered and how she believes this aligns with the vision she has for her business.

Audio: CTA - Encourages people who also have needs for said services and have been looking for the perfect solution to try out LaunchLabs (Nunu would also mention that she's still in the process of engaging the services of LaunchLabs and would update her audience of the overall experience).

[***] - indicates possible statements she might make, may not be verbatim, but gives a general idea of the content to be produced.