Why: brand/technology exposure, **educate customers**, increase awareness

Direction: explanatory/informative x problem/solution

Tone: straightforward/informative (maybe a bit dramatic too?)

Duration: 2 min

Style: Found footage + text overlay (realistic alternatives: voice-over too; some animation or fully animated)

Main idea: CamBoard is a sustainable and cheaper alternative to current fire-resistant materials

Script outline: For as long they have existed, people have been building houses that met their needs - protected them from the elements and have been **safe.** Nowadays, building takes up **a lot** of resources and therefore is using what is in abundance and (on the whole) cheap. However, the most widely accessible (cheapest) materials are **not ideal** (e.g. brittle, heavy, non-insulating, etc) or sustainable long-term. Cambond provides a much improved **alternative** that has the same desirable properties (fire-protection), is more affordable and is made entirely of reused materials. CamBoard\* is superior in a multitude of ways. <Explain technology> By using Cambond you’re making less of a horrible impact on the world without any disadvantages\*\* to you.

\* Fake name

\*\* Full characterization of the material still pending

Unused keywords: Future cities; circular economy, disruptive, innovative; Market size; Environmentality/sustainability, next generation

Something similar in terms of text-over-video?

<https://www.polartec.com/about/eco-engineering>

Something similar in terms of content? (The other cambond’s enterprise competition video)

<https://www.youtube.com/watch?v=1OWjh1tIMNE>

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The script

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Need roughly 24 x 5 second fragments

|  | Duration, sec | Video | Text | Comment |
| --- | --- | --- | --- | --- |
| 1 | 5 | Factories and chimneys and and smoke  flyash | Construction sector is responsible for xx% of UK’s CO2 emissions | Something stingier and a briefer text? |
| 2 | 5 | Birds-eye view of rows of houses | In the UK xxx new houses are built every year | Something stingier and a briefer text? |
| 3 | 6 | Nice interior - children/family feel | comfortable  That have to be affordable  **safe** | The three adjectives replace each other in the video like they’re on the barrel or like the casino slot machine figures do. Same in other places where text is written like this. |
| 4 | 2 | Turns red/to flames |  |  |
| 5 | 5 | News reports | California Wildfires (2020) | Potentially cut if short on time |
| 6 | 5 | News reports | Grenfell Tower disaster (2017) |  |
| 7 | 6 | Something minimalistic but animated??  Toxic - the mask | heavy  Current protective materials are toxic  unsustainable | Alternative to “protective”? Better phrases? Better adjectives?  Idea - to show shortcomings of current fire-resistant materials. But what are the major shortcomings? Potentially to be cut if short on time |
| 8 | 3 | Just the logo | Introducing Cambond | Either just Caombond’s logo or “introducing Cambond” |
| 9 | 3 | Just the text | Sustainable solution to fire safe home | Do they have a slogan? Any less cringe alternatives? |
| 10 | 5 | Footage of stacks of boards; wouldn’t be their boards though | Biocomposite fire-resistant boards | Idea - what is the product? |
| 11 | 5 | ??? | Up to 40% less CO2 emissions | Questionable statistic? In cambond’s presentations they say that cambond’s bioresin involves 40% less emissions than formaldehyde-based resin, so doesn’t really translate here |
| 12 | 5 | Something circular? | 100% from recycled materials |  |
| 13 | 5 | Something engineering-y | Fused in low energy manufacturing process |  |
| 14 | 5 | Some landfill-related video | Fly ash grants fire resistance  (Mined from landfill) | -> alternative or to replace the “provides fire resistant bit” |
| 15 | 5 | Newspaper printing process? (associates with paper) | Paper mill sludge as biomass  (from recycled paper) |  |
| 16 | 5 | Something bubbly /chemistry-y/distillar-y | (from grain fermentation byproducts)  Bioresin to bind everything together |  |
| 17 | 5 | Video of a chicken picking at something | Safe enough to feed the chicken | For the gags - leave out? But would maybe make the presentation stand out. Cambond had a chicken in one of the slides decks. Though That was for the bioresin or cups, paper mill sludge and fly ash would make the safety questionable. But this could be interpreted as referring to the bioresin bit, not all of the boards? |
| 18 | 6 | Some non-aggressive generic feel-good background | reduce costs  Cambond to save the environment  fight climate change |  |
| 19 | 3 | ??  Just the text maybe? | Take part in circular economy | Quite generic phrases to make people consider their wider implications? Quite general, could be anything here really. |
| 20 | 3 | ???  Just the text? | Build for green future | Quite generic phrases to make people consider their wider implications? Quite general, could be anything here really. |
| 21 | 6 | Just the logo | Cambond |  |
| Total | 98 s |  |  | 22 s short, but can adjust transitions, etc - will take comments into account and see how the tempo looks like in a mockup video |
|  |  |  |  |  |

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* Apocalyptic video with some news on California wildfires, or that famous fire incident in London
* Then connect this to burnt ashes, climate change
* Then connect to **greedy** construction industries, to the establishment
* Then connect to normal people
* Then Camboard, solution
* Maybe Garreth could make a video? I could meet with him in case, in some place around Cambridge, in a safe way
* Talk abound Cambond technology, put some random video
* Something on potential of technology
* Come back to the bigger picture of climate change?