

Quick tips

Product:



WIRELESS headphone.

Use GIFs, images, or the pen tool to add visuals to your script.



1

Audience: Young professionals who commute regularly.  
Context: Busy urban environment, highlighting the need for portable technology.  
Emotional Appeal: Frustration due to tangled wires of traditional headphones.

Analysis

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Rational Choice: Sarah weighs the benefits of each model and selects the one that best fits her needs.  
Emotional Satisfaction: Sarah smiles as she makes her purchase, excited about the newfound convenience.

Decision

2

Introduction of Solution: Sarah sees the benefits of wireless headphones.  
Connection: Sarah relates to the person's convenience and freedom.

Synthesis

3

Emily's frustration increases as she struggles with the tangled wires. Close-up shots of the wires knotting and her exasperated expressions.  
Cut to a simulation of what Emily wishes for: freedom from wires, seamless connectivity.

Simulations

4

Product Features: Different models are showcased, emphasizing key features like noise cancellation, comfort, and battery life.  
Comparison: Sarah compares different models, considering their design and functionality.

Evaluation



Copy and paste frames to add to your story. When you're done, create a plain to share your storyboard step by step.



Description: The commercial ends with a tagline: "Experience Freedom with Wireless Headphones."

Conclusion