

Screenplay

SCENE 1 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE AD STARTS IN A LIGHT DIM ROOM WHERE A MONITOR IS  
FLICKERING, SKETCHES AND IDEAS PAPERS ON DESK.

"EVERY DESIGN BEGINS AS AN  
IDEA..."

CONTINUE

SCENE 2 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE MONITOR SUDDENLY STARTS AND CHROME LOGO STARTS TO  
BOUNCE AND IT OPENS.

"AS VISION TAKES SHAPE..."

CONTINUE

SCENE 3 - INDOOR - NIGHT

MEDIUM CLOSE UP:

ONE OF THE SKETCH PAPER COMES IN THE MIDDLE OF THE SCREEN  
AND IT TRANSITION INTO THE CHROME AS WIRE FRAME.

"FROM SKETCHES TO WIREFRAMES, THE FOUNDATION FOR SOMETHING  
EXTRAORDINARY IS BUILT..."

CONTINUE

SCENE 4 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE ENVIRONMENT ALSO TRANSITION INTO THE WIRE FRAME.

CONTINUE

SCENE 5 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE WIRE FRAME OF WEBSITE TURNS INTO FULLY DESIGNED  
WEBSITE WITH ENVIRONMENT SIMULTANEOUSLY.

"FROM BLUEPRINT TO FULLY  
FUNCTIONAL EXPERIENCE, A WEBSITE  
COMES TO LIFE..."

CONTINUE

SCENE 6 - INDOOR - NIGHT

MEDIUM CLOSE UP:

WHEN THE WIRE FRAMES TURNS INTO FULLY DESIGNED IT'S  
TRANSITION INCLUDES 3D ELEMENTS LIKE BUTTONS POPPING OUT,  
SLIDERS ANIMATING, IMAGES ZOOMING INTO PLACE.

CONTINUE

SCENE 7 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE FIVE DIFFERENT FULLY DESIGNED WEBSITE IS SHOWN, ONE  
AFTER ANOTHER.

"EACH DESIGN IS A UNIQUE  
MASTERPIECE,."

CONTINUE

SCENE 8 - INDOOR - NIGHT

MEDIUM CLOSE UP:

LAST WEBSITE TYPES A TEXT WHICH WRITE 'WELCOME TO FUTURE  
OF WEB DESIGN'.

CONTINUE

SCENE 9 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE 'WEB  
DEVELOPMENT' TEXT APPEARS ON THE WALL BEHIND THE MONITOR.

CONTINUE

SCENE 10 - INDOOR - NIGHT

PANNING SHOT:

THE CAMERA FOCUSES ON A SMARTPHONE PLACED ON A DESK NEXT TO PC. THE PHONE BEGINS TO RISE UP AND COMES TO THE CENTER.

"MOBILE APPS THAT KEEP BUSINESS  
ALWAYS WITHIN REACH."

CONTINUE

SCENE 11 - INDOOR - NIGHT

ZOOMING IN:

THE PHONE SCREEN LIGHTS UP AND A LANDING PAGE OF AN APP IS SHOWN IN THE PHONE WHILE OTHERS ROTATE AROUND IT.

"FAST, FLUID, AND FUNCTIONAL -  
THE FUTURE OF MOBILE  
DEVELOPMENT."

CONTINUE

SCENE 12 - INDOOR - NIGHT

ZOOMING OUT:

THEN THE CAMERA ZOOMS OUT SLOWLY THEN, THE 'MOBILE APP DEVELOPMENT' TEXT APPEARS ON THE WALL.

CONTINUE

SCENE 13 - INDOOR - NIGHT

ZOOMING SHOT:

AS THE CAMERA WAS ZOOMING OUT THE LAST APP ON THE PHONE WAS E-COMMERCE APP AND AN ORDER OF TABLET IS PLACED.

CONTINUE

SCENE 14 - INDOOR - NIGHT

MEDIUM CLOSE UP:

THE TABLET POPS UP ON DESK.

CONTINUE

SCENE 15 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE TABLET LIGHTS UP AND HOLOGRAPHIC CHARTS AND DATA  
PROJECT OUT OF THE SCREEN.

"DATA THAT SPEAKS. INSIGHTS THAT  
MATTER. YOUR GROWTH IS  
VISUALIZED."

CONTINUE

SCENE 16 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THEN THE CAMERA FLY THROUGH A 3D BAR GRAPH WITH BARS RISE  
UP.

CONTINUE

SCENE 17 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

WHEN THE CAMERA REACHES THE TOP OF GRAPH THE TEXT 'MARKET  
SURVEY' IS WRITTEN THERE.

CONTINUE

SCENE 18 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

AN ALERT NOTIFICATION ABOUT SOFTWARE MAINTENANCE POPS UP  
AND TRANSITION INTO THE MONITOR.

"SYSTEMS MAINTAINED FOR OPTIMAL  
PERFORMANCE..."

CONTINUE

SCENE 19 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE ALERT TRANSITIONS INTO A CODING PROGRAM WHERE THE  
SYSTEM IS BEING FIXED.

"RELIABLE, SECURE, ALWAYS  
UP-TO-DATE."

CONTINUE

SCENE 20 - INDOOR - NIGHT

SLOWLY MOVING SHOT:

THE CODE TRANSITIONS INTO A NOTIFICATION "SYSTEM UPDATED",  
AND THE TITLE "SOFTWARE MAINTENANCE" APPEARS ON WALL.

CONTINUE

SCENE 21 - INDOOR - NIGHT

ZOOMING OUT:

THE CAMERA ZOOMS OUT WITH GRIPTZ LOGO ON THE TOP OF WALL.  
"GRIPTZ. SHAPING THE FUTURE OF  
TECHNOLOGY."