**SCRIPT**

SCENE 1 – OPENING **(10sec)**

1. Outside – A person throws away a half-eaten banana.
   1. Sad Banana buddy
   2. Info-graphic “Did you know that 1/3 of food purchased in Canada is thrown away?”
   3. **Introducing Grocery Buddy!**
      1. **“Your new buddy that helps you plan”:   
         (1)what you buy and   
         (2)what you need**

SCENE 2 – GROCERY STORE **(10sec)**

**VOICE OVER – “Manage Grocery Lists!”**

1. Person is checking grocery item while checking his phone
   * 1. They add the item to the cart and taps on his grocery list to add it
   1. Grab an item in his basket and puts it back
      1. They swipe right to remove the item from their list
2. Person thinks to themselves “Do I have oranges at home?”
   1. Grocery Buddy pops up and says “You already have 10 oranges at home!”
   2. Then person puts the oranges back.

SCENE 3 – WORKING AT HOME **(5sec)**

**VOICE OVER – “Track expiration dates!”**

1. Person is working on a laptop at home with a cup of coffee
   1. Phone buzzes, and buddy appears with a notification stating that your milk is about to expire.

SCENE 4 – FRIDGE SCENE **(3sec)**

1. Scene cuts to person opening the fridge
   1. Graphic UI shown next to 3~ items with their Shelf-life (HP) bars
      1. One item is more than halfway full and green coloured.
      2. One item’s bar is halfway-ish~ and yellow coloured.
      3. The milk’s bar is 1/4 full and red coloured.

SCENE 5 – ECODERS **(2sec)**

**VOICE OVER – “Grocery Buddy, make the most out of what you buy!”**

1. Scene cuts to Grocery Buddy logo above
   1. All members waving
   2. ECODERS logo below

Over the shoulder -

Side to side -

Front shot –