



Copy - SCRIPT

Client: DogTelligent

Re: Marketing –Videos –SCRIPT

Scope of Work

DogTelligent has contracted with Galvin and Associates to write Scripts for a series of 2D cartoon videos.

SCRIPT ONE

DESCRIPTION

We introduce Riley, the voice and face of DogTelligent. In cartoon 1, we promote our brand through the “essence of Riley” and how he connects with viewers. We gently introduce the benefits/features of the Connected Collar. Length: 37 sec

SETTING

We see a dog named Riley - our main character and narrator. He stands in a sunny park, looking directly at us: cool, confident, and approachable.

OPEN on Riley's face – Start too close, smudge Riley's nose against the lens

Riley (murmuring) TOO CLOSE... TOO CLOSE...

Camera backs out

Riley HI, I'M RILEY, FROM DOG TELLIGENT.

Riley starts walking in the park

Riley I'M HERE TO TELL YOU ABOUT OUR NEW SMART COLLAR
CALLED THE CONNECTED COLLAR.

CU of collar

Riley THE FUTURE IS FINALLY HERE!

Pull back, see collar/head/shoulders

Riley ENABLED WITH CELLULAR, BLUETOOTH AND WI-FI
TECHNOLOGY, WHAT ONCE WAS JUST A DOG COLLAR
IS NOW A MODERN-DAY WEARABLE.
PERFECT FOR MY ACTIVITY TRACKING AND OVERALL
CONNECTIVITY.
I AM A DOG OF THE TIMES.

Riley turns to viewer, surprise and questioning look

Riley ARE YOU SURPRISED I LIKE TECH CONVENIENCES
AS MUCH AS YOU?

Pull back, side view of Riley ambling along

Riley MY BESTIE, AKA MY OWNER, WORKS A LOT. SO HE'S NOT
ALWAYS AROUND.
NOW HE CAN CHECK IN ON ME ANY TIME, FROM ANYWHERE,
USING THE DOG TELLIGENT APP.
IT DOESN'T REPLACE HIM BEING AROUND BUT LET'S BE
HONEST – NOTHING AND NO ONE EVER COULD!



SCRIPT TWO

DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: **Virtual Fence**. Length: 39 sec

SETTING

Riley is in the mountains, trotting along a sunlit trail, surrounded by the sounds of nature.

Riley stops moving, nods as owner talks, sound coming from collar

OWNER BLINTZ CRATSANA SALPOOMIE PARK GRANDALOBIE
ZOOZONA TREAT (gibberish, with occasional words in English)

Riley looks at the camera

Riley THAT'S MY BESTIE, MY OWNER. HE CAN TALK TO ME
THROUGH SPEAKERS IN MY CONNECTED COLLAR.
HE KNOWS SOME WORDS – LIKE WALK, PARK, TREATS – BUT
MOSTLY HE'S STILL LEARNING.
BUT YOU GOTTA LOVE THAT HE TRIES.

Riley nods again, resumes walking. Camera follows Riley with trees, birds and squirrels in the background ala Disney

Riley MY OWNER AND I HAVE ALWAYS BEEN CLOSE BUT NOW,
WITH THE CONNECTED COLLAR, WE'RE MORE ACTIVE.
WE LIVE HEALTHIER AND STAY CONNECTED,
EVEN WHEN WE CAN'T BE TOGETHER.

Riley stops short, startled. His collar is vibrating and emitting an ultrasonic whistle, inaudible to humans

Riley OOPS! TIME TO TURN AROUND.

Riley turns around and starts back down the path

Riley MY OWNER PROGRAMMED MY CONNECTDED COLLAR
SO AN ULTRASONIC WHISTLE AND COLLAR VIBRATOR
LET ME KNOW WHEN I GO TOO FAR.

Riley looks at the camera, a big grin on his face

Riley IT'S GREAT BECAUSE BEFORE, HE'D BE YELLING
AND GETTING ALL TENSE. WITH CONNECTED COLLAR,
HIS SEPARATION ANXIETY HAS DECREASED
TREMENDOUSLY.

Riley smiles and laughs like "that guy, I love him but he's just silly sometimes"

Riley HA HA HA!



SCRIPT THREE

DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: **App & share-ability**. Length: 34 sec

SETTING

Riley is in a dog park.

Different breeds/sizes of dogs are in the dog park, each wearing a Connected Collar. They greet Riley

Dogs overlapping voices YO! YO! WHASSUP! YO! HEY! SNIZZLE DRIZZLE! YO YIP!

Riley starts into a run and looks at the camera

Riley WE'RE THE CONNECTED COLLAR DOG POSSE!
LOOKING STYLISH, RIGHT?

Riley meets the other dogs and they begin tussling with one another. Riley looks at camera, slight winded

Riley ALL OUR OWNERS ARE CONNECTED THROUGH THE
DOG TELLIGENT APP.
RIGHT NOW THEY'RE TAKING PICTURES OF US PLAYING
TOGETHER.
IT'S REALLY EASY FOR THEM TO POST AND SHARE PHOTOS.

Riley's head snaps up suddenly, all attention toward a tennis ball. He bounds forward, yelling to his Dog Posse

Riley BALL! BALL! IT'S KEEP-AWAY TIME!

Scene dissolves to Riley headshot, speaking into the camera

GREAT CHAT TODAY ABOUT THE CONNECTED COLLAR.
WAIT TILL YOU SEE ME TOMORROW –
IT'S TRAINING DAY!

Riley grabs the ball in his mouth and prances onto the dog park walkway. Camera pans behind Riley, pulls back to reveal the dogs following up the path and into the sunset.



SCRIPT SIX

DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: **Barking control**. Length: 30 sec

SETTING

Riley and his owner are lying on towels at the beach, wet and sandy after fun, now shaded by an umbrella. His owner is programming Virtual Leash settings on his phone. Riley is oblivious to his owner, his attention on another dog playing fetch with his owner.

Riley, cool and confident as always, turns to the camera and speaks

Riley I'VE GOT THIS URGE TO YELL AT THEM. I DON'T KNOW WHY.
I'M NOT EVEN A YELLER MOST OF THE TIME.

Riley shouts to the other dog

Riley HEY! HEY GUYS! MIND IF I JUMP IN FOR A ROUND?

Riley is suddenly distracted – his collar is vibrating. Riley stops yelling

Riley DARN! I KNEW IT. MY OWNER'S GOT ANTI-BARKING
ACTIVATED. I GET THIS LONG HIGH FREQUENCY WHISTLE
AND MY COLLAR VIBRATES.

Riley lays his head down on his crossed forelegs, in a sad mood

Riley YOU CAN'T HEAR THE ULTRASONIC SOUND, BUT MAN, I DO.
MY BESTIE IS GIVING ME THE HINT TO STOP YELLING.
"BARKING," THAT WHAT HE CALLS IT.

Riley perks up, turns to the camera.

Riley I DON'T KNOW WHAT GOT INTO ME. I FORGOT TO INTRODUCE
MYSELF! I'M RILEY FROM DOG TELLIGENT, CREATORS OF
THE CONNECTED COLLAR.
STAY CONNECTED, MY FRIENDS!



SCRIPT SEVEN

DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: **Virtual Leash**. Length: 38 sec

SETTING

Riley and his owner are at the park, lolling on mats. His owner is taking a nap. Riley is watching another dog play fetch with his owner. Riley sees the ball bounce nearby, but he doesn't chase it.

Riley, cool and confident as always, turns to the camera and speaks

Riley MY OWNER CAN SNOOZE BECAUSE HE PROGRAMMED THE VIRTUAL LEASH INTO MY DOG TELLIGENT CONNECTED COLLAR.

Riley raises his head and thrusts out his neck, showing off the collar

Riley IT'S A BIG IMPROVEMENT. WHEN I WANDER A BIT, MY CONNECTED COLLAR TIGHTENS A BIT, LIKE HE WAS YANKING MY LEASH.

Camera comes in closer to Riley, who lowers his voice, more intimate

BUT IT'S WAY MORE GENTLE, NOT LIKE THOSE CHOKE OR SHOCK COLLARS SOME DOGS WEAR.

Camera pulls back and Riley grins

Riley THIS VIRTUAL LEASH IS SO GOOD, DOG TELLIGENT IS GETTING A PATENT!

Riley looks up as the fetch ball now comes near him

Riley OH MAN, JUST FIVE MORE FEET, FIVE MORE FEET!

Riley turns to the camera

Riley MY OWNER GETS A TEXT MESSAGE IF I'VE GONE TOO FAR. BUT IF HE SET IT AT TEN FEET – I CAN TOTALLY GRAB THIS BALL!

Riley crawls on his belly and lunging the last foot, grabs the ball. In slo-mo, he tosses it into the air and catches it again, then drops it and scoots back to his position next to his owner

Riley TOTALLY NAILED IT – AND MY OWNER'S STILL ASLEEP!

Camera comes in on Riley as he returns his attention to the dog playing fetch. He glances briefly at the camera

Riley STAY CONNECTED, MY FRIENDS!

UPCOMING EPISODES

Vet, Activity Record	Riley gets a check up
Activity Record	Riley now gets more exercise
Shared app	Riley with the dog walker
Waterproof	Riley swims in the deep end of the pool with owner
Anti-Bark	The postman comes calling, owner is away
Virtual Fence	Riley patrols the perimeter of his yard