

# 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/shoulder Riley	s 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 Riley	<sup>questioning look</sup> ARE YOU SURPRISED I LIKE TECH CONVENIENCES AS MUCH AS YOU?	
Pull back, side view of Riley amblin 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 GRANDALOBBIE ZOOZOONA TREAT (gibberish, with occasional words in English)
<i>Riley looks at the camera</i> 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 Riley	g. Camera follows Riley with trees, birds and squirrels in the background ala Disney 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 coll Riley	ar is vibrating and emitting an ultrasonic whistle, inaudible to humans OOPS! TIME TO TURN AROUND.
Riley turns around and starts back Riley	<i>down the path</i> 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 gr Riley	in on his face IT'S GREAT BECAUSE BEFORE, HE'D BE YELLING AND GETTING ALL TENSE. WITH CONNECTED COLLAR, HIS SEPARATION ANXIETY HAS DECREASED TREMEMDOUSLY.
Riley smiles and laughs like "that g Riley	guy, I love him but he's just silly sometimes" HA HA HA!

# SCRIPT THREE

#### DESCRIPTION

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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 a Riley	t the camera 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 –

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.

**IT'S TRAINING DAY!** 

# SCRIPT FOUR

#### DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: Integrated Functionality. Length: 36 sec

#### SETTING

Riley is lounging by a pool, sunning himself. A human groomer is on her knees trimming Riley's nails. Other dogs are playing in the background.

Riley turns toward the camera and, peeling a cucumber off one eye, speaks to the camera

Riley	HEY THERE, RILEY HERE, FROM DOG TELLIGENT. WE MET BEFORE, AT THE DOG PARK.	
Riley puts the cucumber back and Riley	lays back to continue sunning, speaking toward the sky I WAS TELLING YOU ABOUT THE DOG TELLIGENT CONNECTED COLLAR, BUT I GOT DISTRACTED.	
Riley nods toward his left and the c Riley	camera pans right to reveal a cabana with a sign "Dog Stuff 4 Sale" LET'S DO THIS RIGHT. YOU SEE THAT CABANA BOY AND WHAT HE'S SELLING?	
Camera pans sales counter with a faux dog, sale items attached: Shock collar, choke collar, ID tag, whistle, anti-bark collar attachment, Garmin GPS, ultrasonic bird house, speakers		
Riley	BUY ALL THAT STUFF FOR YOUR DOG AND PAY SEVEN HUNDRED DOLLARS.	
Camera pans back to Riley's face, Riley	cucumbers still in place. He's shaking his head to say 'it's ridiculous.' OR…	
Riley arches his neck - cucumbers Riley	fall off – to show off his collar – speaks with a sly grin YOUR COULD HAVE A STYLISH, SEXY, SEAMLESSLY INTGEGRATED DOG TELLIGENT CONNECTED COLLAR. LIKE MINE.	
<i>Camera pulls back to show Riley a</i> Groomer	t ease, the groomer, her job completed, rising and speaking to Riley PLESKITCH SORBAKA NULOOLAMA PAW CHAKRANA RESTINAGA RILEY (gibberish, with occasional words in English)	
Riley looks at his paws and smiles Riley	THANK YOU, ISABELLE. AN OUTSTANDING JOB, AS ALWAYS.	
Riley does a dog stretch and looks Riley	to the camera STAY CONNECTED, MY FRIENDS!	



#### DESCRIPTION

Riley, the narrator and voice and face of DogTelligent, promotes the brand and the benefits and features of the Connected Collar. Theme: **Waterproof, shockproof, rugged**. Length: 41 sec

## SETTING

GA

Riley is playing Frisbee with his owner at the beach. He is wet and sandy. Other dogs and people are enjoying the beach as the surf crashes and retreats.

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

Riley	HI! RILEY AGAIN, FROM DOG TELLIGENT.
	catches the Frisbee. He lands in the surf, rides the wave in and brings the Frisbee to ngaged in speaking with someone else. as he turns to the camera. SUNDAY IS FUN DAY! MY BESTIE TAKES ME HERE EVERY WEEKEND,
Another dog approaches and tries Dog	to wrestle with Riley WHASSUP? WANNA PLAY CHASE? WANNA WRESTLE?
Riley ignores the dog, stays in 'fetc Riley	h' pose, waiting for the Frisbee LATER, DUDE. I'M IN THE ZONE.
Riley's head snaps to attention and Riley	he immediately moves into the "sit" position YOU COULDN'T HEAR THAT BUT MY OWNER SAID 'SIT' VIA THE DOG TELLIGENT APP. IT SYNCS WIRELESSLY TO MY CONNECTED COLLAR.
Riley moves his head left to right an Riley	nd back, showing off his collar MY COLLAR HAS MICRO SPEAKERS. THE ULTRASONIC WHISTLE IS INAUDIBLE TO HUMANS BUT PERFECT FOR ME.
Close in on Riley, who adds a wink Riley	at the end SOMETIMES HE USES THE VIBRATOR, TOO!
Riley looks at his owner then back is flirting with a woman, whose dog Owner & Woman	to the camera, nodding his head toward his owner. Camera pulls back to show owner is annoyingly biting at her ankles. FLANGATAMAN JOOJOOBIE LALA PARANOKO RILEY SEEBA CHOO CHOO BALAGA SPOT (gibberish, with occasional words in English)
Camera still on the owners as Riley Riley	<sup>y speaks</sup> SINCE WE DON'T SPEAK THE SAME LANGUAGE, I'VE TRAINED HIM TO COMMUNICATE USING THE DOG TELLIGENT APP. WHEN HE WANTS ME TO SIT, I HEAR ONE SHORT WHISTLE.
Camera moves back to Riley, sittin Riley	g in his pose, facing the camera MY FAVORITE IS TWO LONG WHISTLES – HE MISSES ME! I RUN BACK AS FAST AS I CAN!
Riley's head snaps up and he grins Riley	s. Tail wagging, he runs to his owner. Camera moves in on Riley as his owner pets him. STAY CONNECTED, MY FRIENDS.



# 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.
<i>Riley shouts to the other dog</i> Riley	HEY! HEY GUYS! MIND IF I JUMP IN FOR A ROUND?
Riley is suddenly distracted – his o Riley	collar is vibrating. Riley stops yelling 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 ci Riley	ossed forelegs, in a sad mood 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 camer Riley	



## **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 o Riley	out his neck, showing off the collar 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	s 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