

Requesting 3 VIDEOS for BUMBLE

Specs:

- Square
- Landscape
- Vertical
- Under 30 sec

Title: Bumble To-Do List

Description: Optimistic concept. Drawing the user in by targeting persona and emotion. Showing how someone can make their own profile with fun tips

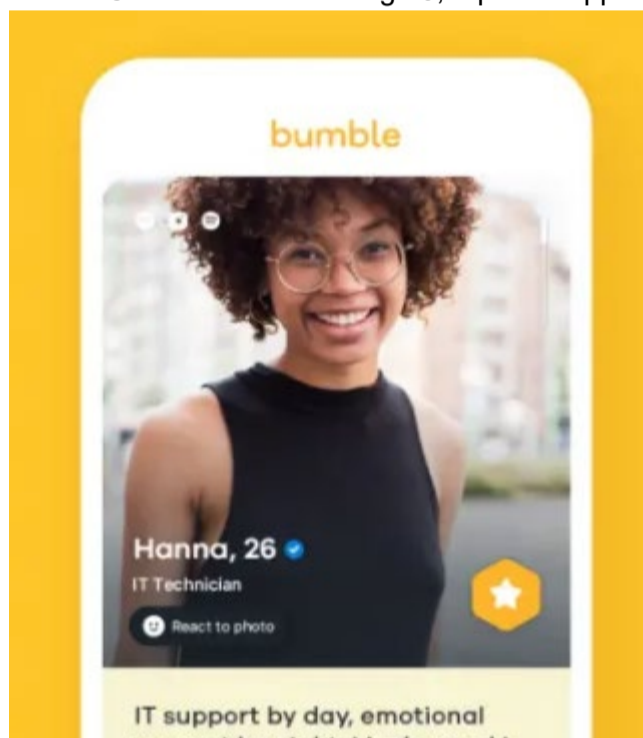
Beat List:

1st:

- Open against Bumble YELLOW and with trendy kinetic typography, words animate on screen
 - COPY: BUMBLE PROFILE
 - SUB COPY: TO-DO LIST

2nd:

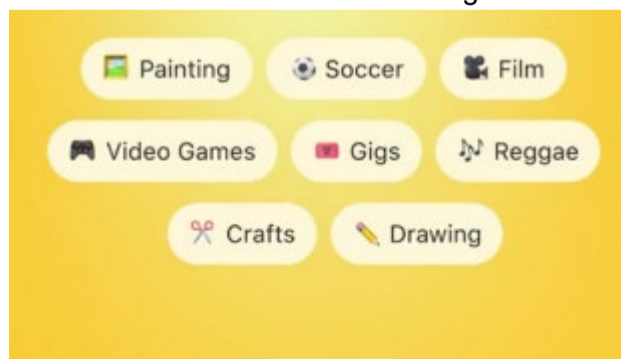
- Transition to a new screen where we get COPY animating on in a cool way and we see 3 different PHOTOS and we cycle through them (like old school CD ALBUMS) and choose image 3
- The COPY has a BOX next to it that we check off after we complete this step
 - COPY: Pick a profile pic that shows your best self!
 - IMG 1: [\[link\]](#)
 - IMG 2: [\[link\]](#)
 - IMG 3: [\[link\]](#)
- Once we choose image 3, a phone appears and the name and UI fills in to match the bumble UI



- UI: [\[link\]](#)
- VERIFICATION BUTTON: [\[link\]](#)
 - NAME: Jess Mars
- Box checks

2nd:

- Transition to new beat - phone stays on screen but moves to the other side OR stays put your choice
- We get new ANIMATED COPY - again with a box that checks off after we do it
 - COPY: List hobbies specific to you!
- We see it as a “interest badge”



- “Adventure” types out then we pause, backspace so it gets deleted, and we re-type in “Getting boba with friends”
- We also get “Jet skiing” and “Early 2000s Rom-Coms”
- Check box

3rd:

- We transition to new beat, phone still on screen and we scroll down a bit to see our tags
- We scroll down more to a blank space
- On the other side not on the phone, we get animated COPY
 - COPY: Write a little something about you!
- Under the photo where the blank space is, we see copy type in
 - COPY: I love doing things outdoors but will binge watch tv for a date night in ;)
- Box checks

4th:

- We see the phone again and we get a HAPPY DING and COPY on screen
- CTA: You've got this!
- Box checks

5th:

- End card

Music: <https://www.storyblocks.com/audio/stock/quirky-retro-funk-svlldmdcokrg6up2o.html>

End Card: *[link]*