



An **Upscale Film™** Production



# Upscale Film™ – Website Intro

**Style:** Cartoon

**Length:** 250 words, ca. 100 sec (150 words/min)

**Voice:** English (US), male

**Theme:** red (#EE4860)

**Website:** www.upscalefilm.com

## Message:

An explainer video is essential for any company to quickly and effectively convey its unique value, increasing conversation rates and enhancing brand recognition. An original *Upscale Film™* is the perfect way to achieve that (no-brainer).

## Script

Scene	Narrator	Visuals
1	Three companies. Three times the same offer. Three times the same target group.	Introduce three companies A, B, C (the latter in red)  Show same offer and same target group for each of them
2	But one company significantly generates more revenue than the other two.  This is the reality in most markets.  But how can that be?	Animate a line chart, where company C has a exponential curve (y-axis is labelled by "Revenue") while the other two companies just have straight "low" lines (B's is somewhat higher than A's)  Highlight company C while the other two fade out to contrasting grey colors.  Show question mark over B+C
3	The answer is simple: An understandable offer	Show an offer by C that customers understand
4	While Company A still relies on brochures, traditional landing pages, and e-mails with long texts, companies B and C already use explainer videos to communicate their offer simply and effectively.	Split screen: On the left, show company A with static landing pages, long emails, and stacks of brochures and confusing customers. On the right, show companies B and C with dynamic explainer videos playing on screens, highlighting engagement.



5	<p>But why does Company C still make so much more revenue?</p> <p>Because Company C relies on a different kind of explainer video that can capture the attention of potential customers and captivate them in today's fast-paced world.</p>	<p>Zoom into right: Same websites with same explainer videos</p> <p>Focus on company C's explainer video, showing animated characters and engaging graphics that draw in viewers. Use motion lines and vibrant colors to indicate attention and engagement.</p>
6	<p>The random, ready-made explainer video from company B cannot achieve this.</p> <p>Only company C was smart enough to directly order a tailor-made Upscale Film™, like this one.</p>	<p>Contrast company B's generic, template-based video with company C's custom-made, high-quality Upscale Film™.</p> <p>Use a "vs." graphic to emphasize the difference in quality.</p>
7	<p>An Upscale Film™ is a made-in-Germany, high-quality explainer video that is scripted by Germany's best authors, who can explain your offer in a clear and appealing way, and this better than you ever could.</p>	<p>Show a montage of professional authors working on scripts, with a "Made in Germany" seal within a stylish office with the Upscale Film™ logo on the wall.</p> <p>Follow with scenes of clear and concise script segments with professional-looking text animations.</p>
8	<p>Our talented voiceover artists, designers, and animators will then bring your Upscale Film™ to life with stunning visuals and animations that captivate your audience.</p> <p>Just like this Upscale Film™ captivated you. That's why you're still watching, right?</p>	<p>Show a team of voiceover artists recording, designers sketching, and animators creating vibrant animations.</p> <p>End with a scene from the current explainer video, breaking the fourth wall to connect with the viewer.</p>
9	<p>So, what are you waiting for?</p> <p>Be as smart as Company C: Order your Upscale Film™ and skyrocket your revenue.</p>	<p>Show a satisfied business person (representing company C) smiling with stacks of money and his Upscale Film™ and a skyrocketing graph (return to the chart from the beginning, where the company letters are replaced by "Upscale Film™", "Random explainer video", and "No explainer video").</p>



10	All you have to do is fill out our form.	Show a simple, clean form being filled out on a website, followed by a “Get a Quote” button being clicked.
11	And we will make you an individual offer with an initial script idea for your Upscale Film™—where your offer becomes uniquely understandable.	Transition to an “Individual Offer” badge and an initial script idea being reviewed.  Zoom in to the Upscale Film™ logo as the background music fades out. Use a professional and clean design to leave a lasting impression.