

TAKL YouTube Ad- Fridge Cleaning

Video to be shot on site in a kitchen with additional b-roll footage

	Visuals	Audio
1	<p>Sideshot through doorway- Actor enters kitchen in hazmat suit and respirator. Actor is hesitant and puts up hood for extra protection.</p> <p>Overlay appears on screen: "TAKL presents: Get Chores Done"</p>	Ominous music plays in background to build tension
2	<p>Sideshot- Actor reaches fridge and takes off hood and lowers respirator.</p> <p>Front shot from inside fridge- Cheese with green smell vapor sits in fridge. Actor bends over and smells cheese and looks horrified</p>	Ominous music continues to play
3	<p>Sideshot- Actor backs out of fridge and starts choking.</p> <p>Slate appears on screen: REPULSED BY CLEANING</p>	Ominous music winds down
4	<p>POV- Actor pulls out phone that is open to TAKL app.</p> <p>Full slates with company branding that displays value propositions</p> <ol style="list-style-type: none"> 1- NO PROBLEM 2- GET YOUR WHOLE HOUSE CLEAN 3- TAKL 4- UP FRONT PRICING (animated phone with app open to the right) 5- SAME DAY SERVICE (phone remains) 6- GET CHORES DONE FASTER 	Voice over- "Huh, chores. No problem! Get your whole house clean with TAKL. Up front pricing, same day service...you get chores done faster.
	<p>POV- Cut to cell phone with TAKL displayed held up in front of clean interior of fridge. Phone is taken away and blur decreases to show clean fridge</p> <p>Overlay shows TAKL logo, apple store and Google play badges</p>	<p>"Go to TAKL.com or download the app"</p> <p>Outro music plays</p>