

Script Draft 1 / 1

Project Ref:		Date:	
Project Title:	Pierhouse – Tickets That Sell		

Audio	Visual
A1	V1
	FADE IN:
A2	V2
VO: Every penny spent on marketing and promotion comes down to one tiny moment. The big decision at the shelf edge.	Jane, 35 year old shopper, enters the store pushing a trolley.
A3	V3
VO: But how can we persuade the customer to make that decision a buying decision?	A dusty shelf edge, with two shelves of different boxes reading product 1 and product 2. There's no price tag! The boxes move around with anticipation.
A4	V4
VO: When Jane here looks at a product, she's asking herself four big questions.	Jane walks by the shelf, stops, picks up product 1 and stares at it for a moment. We close up on her face as she ponders. Titles pop up around her head: <ul style="list-style-type: none"> - Do I want it? - How much is it? - Is it worth the money? - Can I afford it?
A5	V5
VO: For a start, she needs to know the price. What's this? No price ticket? Uh oh ... LOST SALE!	Jane looks for the price. After failing to find it, shrugs and continues walking. The boxes whimper in disappointment. We freeze. A big stamp across the screen reading: LOST SALE.
A6	V6

VO: These days though, the price alone isn't enough. Sometimes, shoppers need encouragement.	A silhouette of a group of shoppers looking to us. Question marks and the previous titles pop over their heads.
A7	V7
VO: But how can we do this at the shelf edge? Well an attractive offer helps for starters.	Back to the shelf. We close in on where the price tag should be. It transforms into a sign reading: 'Was £10.99, Now Only £8.99.' A big tick by the ticket.
A8	V8
VO: Yep, that always makes a difference ... and that's what Pierhouse calls, a Ticket That Sells.	Back to the shoppers, one of them lights up and a money sign pops over their head as they all 'ooh.' Title: Tickets That SELL.
A9	V9
VO: But these aren't just about the special price.	Close up of the ticket again. Next to the price says 'Reasons to buy me.'
A10	V10
VO: When a shopper asks 'Do I want it?' We help them to say YES.	Back to the shoppers, another one lights up with a money sign popping up as they all 'hmmm.'
A11	V11
VO: And it can all be done via the price ticket. Sometimes it's as simple as a nice picture of the product. Recommendations from other shoppers works well too As does a few more details about the product. And if there's enough room, a nicely placed QR code can allow customers to get even more information.	Back to the ticket, a picture of the product pops up underneath 'reasons to buy me.' - The picture of the product transitions into a customer recommendation with five stars. - The word 'specifications' and a list of words pops up by the stars. - A small QR code appears on the side of the ticket. A mobile phone scans over it.
A12	V12
VO: Tickets that Sell increase sales significantly	The shoppers. All of them light up and pound

whilst also creating happy customers. Look at those smiley faces.	signs pop over their heads as they cheer.
A13	V13
VO: And would you look at that, even Jane's joining in now.	Back to shelf, with the new ticket/layout. We zoom out and rewind. Jane stops, looks at the ticket and picks up a number of the boxes and puts them in the trolley. The boxes jump for joy. Jane, big smile on her face, walks away. FADE OUT:
A14	V14
VO: If you want to know more about Tickets That Sell then talk to the software company that loves retail ... Pierhouse.	Titles over black. Pierhouse logo. 'LOVE retail.' Website address.