

Logan Paul x Prime Business Story
Austin Letorney

Shot #	Shot Type	Audio	Visual
1	Selfie	Could Logan Paul be a billionaire in the next five years?	Gareth: center frame Show photo of Logan, on “billionaire,” superimpose three \$\$\$ under/over Logan
2	Selfie	The YouTube creator turned podcaster turned boxer is worth around \$245 million.	Divide screen in thirds, show Youtube vid on left, podcast clip in middle, and boxing fight on right
3	Selfie	But his money-making weapon isn’t actually his videos or his fights.	Gareth: center frame
4	Selfie	It comes with 200 milligrams of caffeine and 6 flavors.	Show photo of Prime Energy can
5	Selfie	In 2022, Logan Paul launched Prime with fellow creator KSI.	Show video of Logan and KSI with Prime
6	Selfie	And made \$250 million in retail sales in the first year.	Show clip from this video of Logan saying amount Superimpose \$250,000,000
7	Selfie	But Logan’s path to potential billions won’t come from Prime sales.	Show video of Logan promoting Prime in stores
8	Selfie	It’ll come from selling Prime itself.	Gareth: center frame
9	Selfie	Logan’s used his savvy marketing skills and massive platform to position himself to larger companies.	Show video/photo of Logan meeting fans
10	Selfie	Coke bought Vitamin Water in 2007 for \$4.1 billion and Pepsi bought Rockstar for \$3.85 billion in 2020.	On one side of screen, show Coca-Cola logo at the top of a pyramid of their other products (Dasani, Powerade, Fanta, etc.), Vitamin Water logo appears over pyramid with \$4.1B superimposed

			On the other side, show Pepsi logo at the top of a pyramid of their other products (Gatorade, 7UP, Doritos, etc.), Rockstar logo appears over pyramid with \$3.85B superimposed
11	Selfie	So if Prime's sales keep going like this, Logan could be looking at a number like this.	Gareth: center frame Show arrow moving up on left side of screen On Logan, a number in the billions appears, blur out the first part and show 000,000,000 (ex. 4,000,000,000 but the 4 is blurred out)
12	Selfie	Especially now that they inked a three-year deal with Barcelona.	Gareth: center frame FC Barcelona logo with Paul and KSI