

Video Script 01

Why Connected Quality Matters For Medical Device Companies

Frame	Visuals	VO	Supers	Comments
01	Open with a frame of multiple newspapers appearing on the screen	Did you know...		No supers as we are setting up the premise.
02	As VO continues, we see scattered headlines appearing one by one. Before we move to the next frame, headline 4 will be highlighted up and center before transitioning/fading out	that over 1,000 medical devices were recalled in 2024?	HEADLINE 1 Medical device recalls reached a four-year high in 2024! HEADLINE 2 Experts to investigate the 8.6% increase in recall events! HEADLINE 3 From pacemakers to ventilators, quality is at an all time low! HEADLINE 4 If our health is connected, why not the quality?	The 4th headline here works as the anchor for the rest of the video.
03	As the screen darkens with the slow fade out of the previous frame, we can show glowing network lines that powers a beating heart	Why is the most connected system in the world still relying on devices that are fragmented?	None	Focus should be on the VO and the visuals here so we can avoid having supers for this one frame.
04	The previous frame slowly fades out	We know why.	None	
05	Show a quick montage of siloed activities like engineers in design, documentation piles, fragmented quality checks, disconnected sales, servicing struggles and ultimately patients waiting. The disconnect here needs to come out (once we list out the 'why' we can show them boxed out)	Because design, documentation, quality, sales, and servicing still live and function in silos.	ENGINEERS WORKING IN SILOES PAPER TRAIL FRAGMENTED QUALITY CHECKS DISCONNECTED SALES SERVICING STRUGGLES	

06	Show risk factor with patients.	And when silos exist, risk tends to multiply.	None	The visuals should do the talking here so we can avoid supers
07	After a quick beat, let's show the silos coming down and show a clean and unified dashboard that connects everything.	Connected quality tears down silos. Brings every team, every process, every device... onto one platform...ensuring compliance, collaboration, efficiency, and quality.	COMPLIANCE COLLABORATION EFFICENCY QUALITY	Only let the supers appear as the VO says Compliance, Collaboration, Efficiency, Quality
08	Show interoperability	But connected quality doesn't stop at compliance. Devices that 'talk back' enable predictive maintenance, flagging issues even before they become failures.	PREDICTIVE MAINTENANCE = LONGER DEVICE LIFE	
09	Show happy patients	For patients, that means fewer hospital visits, faster interventions, and more personalized treatment.	None	Let the visuals and the VO do the storytelling
10	Show the heartbeat again, with stronger networks	Essentially creating one source of truth for everything.	ONE PLATFORM. ONE SOURCE OF TRUTH. ONE HEARTBEAT.	Seamlessly tying in the Brand's messaging from here.
11	Show a network of connected devices and positive impact because of the same.	For medical device companies, connected quality isn't just about compliance. It's confidence. It's care	<<Brand's Name>>	

Video Script 02

For a brand's campaign launch reel, I have taken inspiration from the below reels.

1. [Instagram](#)
2. [Instagram](#)
3. [Instagram](#)

The idea here is to introduce the location, the riders, and make sure we keep the audience on the edge of their seats! Keeping that in mind, we can create a reel with the below script.

Frame	Visuals	Supers
One	A quick snippet of Moroccan flag and cut to the dessert where the heat simmers and visually we highlight the harsh conditions	Out here
Two	Show riders zooming across in their bikes leaving nothing but dust behind.	The dunes don't test.
Three	Show snippets of riders sweating, tinkering with their bikes	They define.
Four	Cut to frame with the name of the event	<Rallye Du Maroc 2025>
Five	More snippets of riders tackling difficult terrains in the desert.	Our heroes are revving up
Six	More snippets of riders tackling difficult terrains in the desert.	To not just cross the Sahara
Seven	Cinematic shots of riders' 'game face'	But to conquer it!
Eight	Introducing the riders, showing the first rider.	<Rider No. 1>
Nine	Second rider	<Rider No. 2>
Ten	Third rider	<Rider No. 3>
Eleven	A zoom out transition where we see the desert.	The calm is over.
Twelve	The shot pans out and...	The desert storm is at full throttle.
Thirteen	Zooms into one rider revving the throttle.	Can you hear it coming?
Fourteen	End credits of the theme and Hero MotoSports Team Rally	'Defying the Dunes' 'Hero MotoSports Team Rally'

Video Script 03

Below is a reel script for a unique dating app

Visual	Sound	VO	Comments
A TV in a warm-toned living room. The OG romcom “Kuch Kuch Hota Hai” playing. The iconic scene set in the gazebo, where they are dancing in the rain comes on the screen.	Soft audio from the movie, SRK’s voice echoing faintly.	This is where it all starts...	
Slowly zooming out to reveal a young boy watching, completely mesmerized. He’s mouthing the lines. He believes he too deserves that kind of love.		A hopeless romantic in the making.	
More snippets on the TV of other OG romcoms. Could be Hollywood and Bollywood.		Who believes love is all about grand gestures, forehead kisses, handwritten notes, and the long courtships.	
Show snippets of guys ghosting, cheating, ignoring their partners. Show our hero, who is older now, approaching women, IRL and on dating apps. But they reject him because they confuse him for yet another player.	A girl whispers to her friend <i>“Ugh. He’s probably just another one of them”</i>	But in a world full of ghosting, failed situationships, and players...he is not guilty but just mistaken for being one.	
He sits quietly, looking at his phone. Scrolling through old convos.		Red flags have ruined it for everyone. Why should the good guys not get a chance? At true love? At great romance?	
We zoom into one of his conversations			[SUPER] Thanks for

which is not going well and suddenly a notification pops from Elevn.			being a green flag! You have been invited to Elevn.
He taps the notification. The screen transitions into a soft, inviting interface, Elevn. The colors feel safe. Intentional. Unlike the swiping chaos he's used to. More details about the interface similar to this video	Hopeful music swells	Presenting, Elevn. A dating app where women invite the green flags they see. Because real romantics don't go unnoticed.	
Cut to the guy smiling and looking up from his phone to a beautiful girl holding a big bouquet of red roses.		Don't catch red flags, Catch real feelings.	
OUTRO	OUTRO	OUTRO	OUTRO