

Company	Spoken Words	Approximate Duration
Komidaz	209	90 SEC

AUDIO	VISUAL
Background Music, pretty upbeat once Komidaz is introduced.	<p>Some examples of the animation style that might be emulated in this video.</p> <p>Example #1 Example #2</p> <p>The UX interface could be more photorealistic, or the graphics and on screen text could be simplified for animation - like in this example.</p>
<p>NARRATOR (V.O.) <i>Even in good times, running a restaurant is hard work.</i></p>	<p>Show the inside of a restaurant, there are 3 characters who represent the restaurant staff. The OWNER, SERVER, and COOK. I think they could be dressed for a casual dining establishment, it makes the video more accessible to a wider group of owners. The OWNER character doubles as a manager. The staff are symbolic of the larger staff you might have.</p> <p>The characters are all busy, the restaurant is crowded with diners like it's the afternoon rush. The OWNER is overseeing (maybe standing at the front of the house). The SERVER is moving between tables, the COOK is seen through the kitchen window where orders are picked up.</p>
<p>NARRATOR (V.O.) <i>With the future uncertain, and the new challenges restaurant owners face-</i></p>	<p>The restaurant is now deserted, the OWNER flips the sign on the door, it reads "Closed Due to Covid-19".</p>
<p>NARRATOR (V.O.) <i>-how will you keep your diners and staff safe going forward?</i></p>	<p>Hold on the shot of the sign, the frame spins in a timelapse- the OWNER returns to the door, it's been a few months, he flips the sign on the door back to "OPEN".</p>

<p>NARRATOR (V.O.) <i>Physical menus, credit cards, and cash are all potential points of transmission - increasing everyone's risk.</i></p> <p><i>But what if there was a way to minimize contact as well as streamline the entire dining experience?</i></p>	<p>Split screen 3 ways, closeup on hands in each frame: -A pair of hands holding a physical menu. -A hand putting a credit card into the wallet the check is given in. -A hand exchanges a \$20 bill with the hand of a cashier.</p> <p>The images disappear, transition to-</p>
<p>NARRATOR (V.O.) <i>Introducing Komidaz, the cloud based restaurant platform offering contactless menus and ordering whether your customers are dining in, ordering ahead, or taking out.</i></p>	<p>Show LOGO.</p> <p>Icons for dining in, ordering ahead, and takeout appear underneath.</p>
<p>NARRATOR (V.O.) <i>How does it work? In 4 simple steps: Scan - Swipe - Order - Pay</i></p>	<p>Kinetic Text: -Scan -Swipe -Order -Pay</p>
<p>NARRATOR (V.O.) <i>Diners scan a QR code to receive your restaurant's menu on their mobile. They swipe through and order what they want. Then they pay - all using the same app.</i></p>	<p>Show a pair of diners, a couple (JANE + CHARLIE) at their table. JANE holds her phone over the table top display with the QR code. A picture in picture or a split screen shows the code being captured. Then JANE swipes through the menu looking over the different dishes. JANE taps the one she wants.</p> <p>Wider shot, showing both characters again, icon boxes appear over each of their phones with an image of their meal selection - JANE's first, CHARLIE's a moment later.</p> <p>CHARLIE pays on his phone, a small "\$43.77 ✓" floating up from the mobile to symbolize the transaction. It fades quickly.</p>
<p>NARRATOR (V.O.) <i>Restaurant staff is notified to prepare the order and where it needs to go.</i></p>	<p>CUT TO: Away from the table, show the SERVER looking at a screen, the order from the couple appears, along with their table number.</p>

<p>NARRATOR (V.O.) <i>After their meal, diners can even leave a tip.</i></p>	<p>It's after JANE and CHARLIE have eaten their meal - the remnants are on their plates.</p> <p>CHARLIE tapes his mobile, "Tip 20% - \$8.75" appears over to symbolize the transaction.</p> <p>The SERVER gives a friendly wave to CHARLIE and JANE from across the restaurant in thanks.</p>
<p>NARRATOR (V.O.) <i>Beyond a great dining experience, Komidaz helps you create long term repeat customers through promotional offers and updates.</i></p>	<p>Show CHARLIE and JANE at home later on the couch, JANE gets a notification and looks at her phone.</p> <p>CLOSEON: Phone screen, the notification reads \$10 OFF your next meal.</p>
<p>NARRATOR (V.O.) <i>And did we mention there's no upfront cost? Get started right away with zero investment.</i></p>	<p>Kinetic Text: \$0 Investment</p>
<p>NARRATOR (V.O.) <i>Komidaz makes it a breeze to manage menus, orders, and offers - whatever you're serving up.</i></p>	<p>Show OWNER working on a laptop, split screen showing a closeup of what he sees. On the laptop screen there is a graphic representation of the backend, maybe showing the OWNER making a change to a menu - swapping out a dish.</p>
<p>NARRATOR (V.O.) <i>Open Responsibly! Serve Safely! Sign up for Komidaz today!</i></p>	<p>End on LOGO - this is a suggestion about the design. Obviously you can take it or leave it, I understand if the logo is already settled.</p> <p>Kinetic Text: Open Responsibly! Serve Safely!</p>