

Company	Spoken Words	Approximate Duration
AirThreds	347	2.5 MIN

AUDIO	VISUAL
Background Music.	<p>Previous Video, though the style of this video might/could differentiate from the previous one.</p> <p>This video has some nice animations of a house and showing airflow through it. Maybe something similar could be done in the AirThreds video.</p> <p>This video is a good example of mixing stock footage with 3D animations and backgrounds.</p>
<p>NARRATOR (V.O.) <i>You probably don't think about your furnace filter all that much and you aren't alone. In fact 82% of Americans fail to change their air filter monthly as recommended - even though it's critical for a home's air quality.</i></p>	<p>Animation: Show a furnace, it could be this part of the original video or it could be new animation. If you do decide to create new animation, maybe it can be in a style that has a little more detail. The furnace could be shown coughing/wheezy with a sound effect.</p> <p>Graphic: Maybe something like this for 82%.</p> <p>Animation: The traditional air filter slides out of the furnace - zoom in, it's filthy - a darker color and full of all kinds of air contamination.</p>
<p>NARRATOR (V.O.) <i>At the same time people are indoors more than ever before - the majority spend almost 22 hours inside everyday. But what's the quality of the air you and your family are breathing?</i></p>	<p>Stock Media: Family together on sofa, something like this example.</p> <p>Lower 1/3 Kinetic Text: A recent study found 90% of people spent close to 22 hours inside daily</p> <p>Stock Media: A closeup shot of a kid as the narrator mentions "family" Something like this example or this one.</p>

NARRATOR (V.O.)

AirThreds is the first machine washable and dryer-friendly furnace air filter. It's the perfect solution for ensuring maximum filtration efficiency and great air quality in your home.

Show [LOGO](#) behind it appears an image of the [AirThreds filter on frame](#).

NARRATOR (V.O.)

As your furnace filter gets dirtier, more and more indoor air pollutants are left to circulate in your house. These particles, contaminants, and organisms can cause a variety of health problems - some of them serious.

Animation: Show a [house](#), some arrows or another pattern overlays, showing the flow of air through the house. Zoom in on a particular room - just a patch of airspace in the room. Magnifying glasses appear showing what is in the air on a [microscopic level](#).

Altogether 6 magnifying glasses appear with an image/symbol and a label under each:

- Bacteria & Viruses**
- Mold**
- Pollen**
- Pet Dander**
- Dust Mites**
- VOC (Volatile Organic Compounds)**

Maybe this symbol is used for [VOC](#), the others can match [these](#).

This [visual](#) also has some other symbols of contaminants to consider.

Kinetic Text:

- Headaches**
- Dizziness**
- Fatigue**
- Cough**
- Itchy Eyes**
- Sore, dry throat**

The text vanishes and is replaced by these 3 health threats - in bigger TEXT:

- Long Term Respiratory Diseases**
- Heart Disease**
- Cancer**

<p>NARRATOR (V.O.) <i>Beyond health concerns, not regularly changing your filter also leads to a higher energy bill and mechanical failures that will cost you. Routinely changing your furnace air filter helps extend the service life of your HVAC system.</i></p>	<p>Stock Media: Adjusting temperature. Could be footage or just an image. Maybe something like this meter - symbolic of higher usage.</p> <p>Stock Media: Hands are seen holding and looking over an energy bill. Maybe like this example. Or it could be some kind of still image.</p> <p>Kinetic Text: Average HVAC System Cost \$5,000 - \$10,000</p> <p>Stock Media: Show different images of air ventilation in a home. Could be stock footage but stock images might be easier. The only examples (here and here) I could find didn't have much advantage over a photo.</p>
<p>NARRATOR (V.O.) <i>Using a disposable filter each month is expensive. They're also often made from non-recyclable materials that end up in your local landfill and hurt the environment.</i></p>	<p>Image: Show a stack of traditional air filters. A non-recyclable outline appears subtly over the filters.</p> <p>Stock Media: Show footage of a landfill/dump like this example.</p>
<p>NARRATOR (V.O.) <i>That's why we invented AirThreds, unlike traditional filters - AirThreds is designed to be reusable, long-lasting, and environmentally conscious.</i></p>	<p>Show LOGO again, product in bag slides into frame sideways underneath.</p> <p>Kinetic Text: Reusable Long-Lasting Environmentally Conscious</p>
<p>NARRATOR (V.O.) <i>And how easy is AirThreds to use? The self-assembling frame snaps together with ease. Just slide the filter over the frame, change out your old disposable filter for your new AirThreds filter and you're done!</i></p>	<p>Animation: The frame/filter slides out of the bag. The frame snaps together and then the filter slides over it. Could be the sequence from the original video but maybe it could also be redone as some kind of animation - currently it looks like it was probably stop motion.</p> <p>Animation: Show the old air filter being removed, then the new AirThreds filter being inserted. Could be footage from the original video, maybe as an overlay with a different background.</p>

<p>NARRATOR (V.O.) <i>AirThreds is specially made from electrostatic material, meaning the filter's 3D mesh attracts and captures 90% of pollen, mold, dust mites, allergens, pet dander and other particles.</i></p>	<p>Animation: Be great if there could be some 3D animation showing the AirThreds filter trapping air pollutants on a near microscopic level. Similar to the timecode in this video.</p> <p>The air pollutants could match the style of the earlier animation and each have a little label that moves with them.</p>
<p>NARRATOR (V.O.) <i>Once a month or even more if you want, just toss your filter in the washer, then the dryer, and your filter is like new. No more costly replacement filters.</i></p>	<p>Animation: Show the AirThreds filter flying into a washing machine, the door shuts and the machine starts spinning. Could be like the footage from the original video, but if time allows, maybe redo the animation.</p> <p>Kinetic Text: Washing/Drying in High Temperatures Kills 99.9% of mold, bacteria, & viruses</p>
<p>NARRATOR (V.O.) <i>Breathe easy knowing you have the cleanest, healthiest air in your home.</i></p>	<p>Stock Media: Maybe something like this example, a young millennial parent playing with a child. People being carefree, not having to worry.</p>
<p>NARRATOR (V.O.) <i>Plus we even send you our magnetic reminder board - so you know when it's time for the next wash.</i></p>	<p>Image: Show Magnetic Reminder Board.</p>
<p>NARRATOR (V.O.) <i>AirThreds Wash. Dry. Filter. Repeat. The Last Filter You'll Ever Need</i></p>	<p>Image: Show LOGO</p> <p>Tagline is a play on the expression "wash, dry, fold, repeat" - see here.</p>