

NARRATION (V.O.)	VISUAL
<p><i>Between waking up late, your hectic commute, and the fact that your Boss wants you to give a presentation today - haven't you already got enough to juggle?</i></p>	<p>Show MARY (25), a young business professional, rushing to grab everything as she leaves her apartment. She carries a small laptop carry bag, a purse, in one hand a 1-inch business binder with folders and in the other hand a water bottle.</p> <p>She's got too much stuff to carry, she snatches her keys off the counter on her way out the door.</p>
<p><i>Life is already stressful enough, why not make it easier to handle?</i></p> <p><i>Get a bag big enough to handle your life.</i></p>	<p>Show MARY walking down a crowded city street. She seems stressed out. The strap on her laptop bag slips and slides down her shoulder. As MARY tries to straighten the strap with the hand holding her water bottle - she drops the bottle.</p> <p>MARY bends down to pick up the bottle with a sigh.</p>
<p><i>Camden Gear's Backpack is a durable carry option made from ballistic polyester with over 41 liters of storage space.</i></p> <p><i>It has a padded compartment for your laptop which opens all the way for easy access. As well as 5 other compartments for books, folders, or other electronic devices. It's shockproof when dropped so your items are safe inside.</i></p> <p><i>2 convenient pockets on the sides to store water bottles or anything you might want to reach.</i></p> <p><i>And a hidden pocket for valuable items like your passport or wallet.</i></p>	<p>Show MARY again in her apartment. It's sort of like a replay of the opening scene only now she has a Camden Gear Backpack. She packs the backpack and shows off all its capabilities.</p> <p>MONTAGE: MARY packs her laptop, binders, folders, tablet/kindle, maybe something like a rolled-up blueprint in a tube (something work related). She slides her water bottle into one of the side pockets.</p> <p>TEXT on the screen can lists these points: -Laptops up to 17.3 Inches -1.5 Liter Water Bottle -Compartments and Pockets for total organization</p>
<p><i>Plus, ports to thread through your headphones or charger. So, you can listen or charge on the go.</i></p>	<p>MARY finishes by threading through her headphones and plugging them into the tablet (or her phone). She zips the backpack.</p>

<p><i>Inner and outer padding makes for a comfortable carry even over long distances, with a rear split for better airflow.</i></p>	<p>Show MARY walking on a city street with the Camden Gear Backpack over her shoulders. She wears sunglasses as the early morning light shines down. She has ear-buds in and seems much calmer as she navigates the crowded sidewalk at a steady pace.</p> <p>MARY arrives at the staircase entrance down into the subway, without missing a beat she takes off her sunglasses and puts them on the backpack hook designed for this.</p>
<p><i>Camden Gear features a sleek design for a professional look.</i></p>	<p>Show MARY arriving in a conference room, there are some other PEOPLE waiting for a meeting to start.</p>
<p><i>With a reinforced steel handle and a jam-resistance zipping system, it's a bag not just built for style – but built to last.</i></p>	<p>MARY lifts the backpack onto the table by the metal handle.</p> <p>CLOSE ON: She unzips it. Show metal zipping teeth.</p> <p>MARY slides her laptop out of the Camden Gear Backpack. She takes out notes on index cards, maybe on the top card writing can be made out: Presentation</p> <p>MARY opens her laptop and looks over the notes, she's prepared for the meeting.</p>
<p><i>Did we mention it's waterproof? So, your items are dry even if you're caught in the rain.</i></p>	<p>After work, show MARY getting caught in a surprise afternoon shower on the city sidewalk. It's not pouring rain, more of a sprinkle.</p> <p>CLOSE ON: Backpack, we're seeing the water bead on the surface and roll off showing its water resistance. (If that can be visually captured)</p> <p>MARY reaches around to the backpack, she easily slides an umbrella out of one side pocket and opens it.</p>
<p><i>Commuting, cycling, or exploring. Camden Gear follows you.</i></p>	<p>Maybe do a 3-way split screen. We see different versions of MARY, with the Camden Backpack in each location.</p>

	<p>From left to right: in the first screen MARY is commuting to work (could be the same footage from before).</p> <p>In the second screen she is riding her bike (could be commuting, exercising, or just going somewhere) but she wears the Camden Gear Backpack.</p> <p>In the third screen MARY is hiking up a trail in the forest - her thumbs hooked under the straps of her backpack.</p>
<p><i>Camden Gear, the bag- big enough to handle your life.</i></p>	<p>CAMDEN GEAR LOGO</p>