










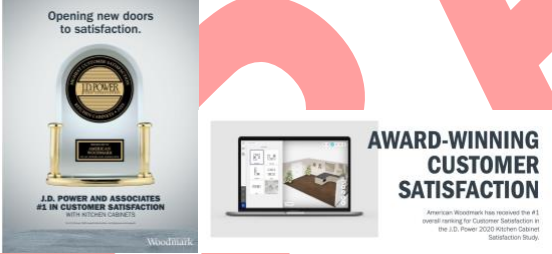


Brand: American Woodmark
Title: "Magazine – Building More Together" 3:20
Date: March 26, 2020 – Script v1.JO
Color Code: Camera Animation / Visual Direction / Magazine page / Text highlight

SCENE	VIDEO	AUDIO
#1 Open	<p><i>Slow push in on cover:</i> <i>Overhead POV of a desktop with Magazine cover with various items: Coffee, Keys, Pen, Paper</i></p> <p><i>Magazine cover title options:</i> 1. Building More Together 2. Inspiring Ideas 3. Craftsmanship & Community</p> 	<p><i>(Fun and energetic music comes up full).</i> VO: Hello again. I hope you're enjoying your visit to the Home Depot Annual Partner Conference. I've told you a little bit about PROfolio from American Woodmark, being a complete cabinet solution, but I'd like to share some more details with you...</p>
#2 Who We Are	<p><i>Page flip, camera overlooking 2-page spread</i></p> <p><i>Page 1 (L) IMAGE</i> <i>Full page print ad image – shot of a kitchen with American Woodmark logo</i></p> <p><i>Page 2 (R) ARTICLE</i> <i>Headline: "American Woodmark turns 40!"</i> <i>Historical photos in article</i> <i>Close up shots of cabinets</i></p> <p><i>Key text lifts off the page</i> "Control the quality from tree to cabinet delivery."</p>	<p>We'll to start with, you should know that American Woodmark is one of the country's largest cabinet makers.</p> <p>We've been around for 40 years, sourcing raw lumber and kiln drying it right here in North America. This process helps us control the quality from the tree to cabinet delivery.</p>
#2 Who We Are (continued)	<p><i>Page flip, camera overlooking 2-page spread</i></p> <p><i>Page 3 (L) IMAGE</i> <i>Home Depot conference ad</i></p>  <p><i>Page 4 (R) IMAGE</i> <i>Asset from corporate HQ collection</i></p>	<p>Oh, and I should mention that the 40 years we've been around is how long we've been partnering with the Home Depot.</p> <p>We're like peanut butter & jelly. Pretty good on their own, but together a tasty combination.</p>
#2 Where We Are	<p><i>Page flip</i></p> <p><i>Page 5 (L) ARTICLE w/IMAGE</i> <i>"Efficiencies & Effectiveness in Regional Distribution"</i> <i>Key text lifts off the page from within article</i> "17 factories across the US and Mexico."</p> <p>largest sales force in the industry, and dedicated Pro Sale specialists, <i>Map of manufacturing locations – Collection from Lincolnton Plant</i></p> <p><i>Page 6 (R) IMAGE</i> <i>Full page image of AWC worker</i></p>	<p>One of the reasons that our partnership has worked so well is because American Woodmark has 17 factories across the US and Mexico, not to mention the largest sales force in the industry with dedicated Pro-Sales specialists.</p>

<p>#3 What We Do (Introduction)</p>	<p>Page flip, camera overlooking 2-page spread</p> <p>Page 7 (L) IMAGE <i>Qualifying Your Customer” looking ad with new faces/characters from “Welcome” video</i></p>  <p>Page 8 (R) ARTICLE / IMAGES <i>Headline: “So Many Cabinet Choices”</i> <i>A layout of a variety of cabinet pictures, article outlines all the offerings. Home Depot logo.</i> <i>“renovator/remodeler” “new construction”</i> <i>“investor/flipper” “restoration”</i></p>	<p>Of course, it helps when you supply a wide variety of cabinet products to service a diverse group of customer segments.</p> <p>From remodelers and new construction firms, to quick turn investors and restoration pros, your customers have plenty of options with the PROfolio line.</p>
<p>#4 What We Do (options)</p>	<p>Page flip</p> <p>Page 9 (L) IMAGE <i>Bathroom cabinet full page image</i></p> <p>Page 10 (R) IMAGE <i>Drawing blueprint of a house interior, highlighting bathroom, mudroom, etc.</i></p>	<p>And we’re not just talking about kitchens, we’ve got cabinets for mudrooms, bath, and laundry rooms.</p> <p>Well, instead of just talking about it, let me show you.</p>
<p>#5 What We Do (Hampton Bay)</p>	<p>Page flip, camera pans from the photo to chart. Check marks animate on. Camera zooms in on chart specifics.</p> <p>Page 11 (L) IMAGE & LOGO</p>  <p>Page 12 (R) CHART <i>Animated chart</i> <i>Chart highlight: Lead time – in as little as two days (when purchased online)</i></p> 	<p>Hampton Bay. In-stock, framed cabinetry for when price and speed are a priority.</p> <p>It comes fully assembled and includes a limited lifetime warranty. How cool is that?</p>
<p>#6 What We Do (Hampton Bay Designer Series)</p>	<p>Page flip, camera pans from the photo to chart. Check marks animate on. Camera zooms in on chart specifics.</p> <p>Page 13 (L) IMAGE & LOGO</p>  <p>Page 14 (R) CHART <i>Animated chart</i></p> 	<p>The Hampton Bay Designer Series is a special-order cabinetry with a modern style. An excellent value, even with upgraded features.</p>

	<p>Chart highlight: Frameless, 2-week lead times, limited lifetime warranty</p>	
<p>#7 What We Do (American Woodmark Pro)</p>	<p>Page flip, camera pans from the photo to chart. Check marks animate on. Camera zooms in on chart specifics.</p> <p>Page 15 (L) IMAGE & LOGO</p>  <p>Page 16 (R) CHART</p> <p>Animated chart</p> <p>Chart highlight: Free jobsite delivery with no minimums</p> 	<p>American Woodmark Pro cabinets simply meetss the needs of a majority of customers.</p> <p>With their soft close glides and hinges, dovetail drawers, and 250+ door cut, color, and species combinations, pro is just... perfect.</p>
<p>#8 What We Do (Glacier Bay & Home Decorators)</p>	<p>Page flip</p> <p>Page 17 (L) BOTH LOGOS locked up with cabinets</p>  <p>Page 18 (R) CHART</p> <p>Animated chart</p> <p>Chart highlight: Arctic-colored solid surface technology *MRO jobsite deliveries can be as as fast as next day.</p>	<p>The Glacier Bay and Home Decorators Collections are stellar.</p> <p>They include in-stock bath cabinets and vanity tops.</p> <p>Glacier Bay offers back and side splashes, while Home Decorators' Sedgewood Collection feature easy to swap out drawers and soft close doors.</p>
<p>#9 What We Do (close)</p>	<p>Page flip – camera travels around the two page spread to see the many photos.</p> <p>Page 19 (L)</p> <p>Two-page spread of various cabinetry with starburst in background surrounded by the PROfolio logo</p> <p>Page 20 (R) CHART</p> 	<p>So, as you can see, with so many options, we're your complete cabinet solution, which means you can stop stressing about cabinets.</p> <p>But don't take our word for it, see what our customers are saying...</p>
<p>#10 Testimonial 1</p>	<p>Page flip, camera goes into close up of key text in testimonials :05</p> <p>Page 21 (L)</p> <p>A creative layout of 5 testimonials and the pictures associated with those projects.</p> <div data-bbox="349 1533 836 1648"> <p>"Our work so far has opened a door that leads to us doing 100's yes 100's more kitchens. Hang on team we are going to kill this. Thank You For All That You Do."</p> <p>- Benjamin Leavitt</p> </div> <p>Page 22 (R) IMAGE</p> <p>Full page image of an AWC at work – relating AWC craftsmanship and dedication to the testimonials.</p>	<p>(music up full).</p>
<p>#11 Testimonial 2</p>	<p>Camera move to another testimonial (stay on page 21) :05</p> <div data-bbox="349 1858 836 2026"> <p>"The homeowners we sell our houses to have nothing but positive feedback about the American Woodmark product. The style fit and finish are right in line with modern style with a quality control I can sleep soundly about!"</p> <p>- Jeff Browning/DB Residential</p> </div>	<p>(music up full).</p>

#11 Testimonial 3	<p>Camera move to another testimonial (stay on page 21) :05</p> <p>"American Woodmark Pro has been a major win for one of my managed accounts in NC, after working with American Woodmark we built a plan and bid that was competitive in price.</p> <p>- Dustin Shelton Single Family Home Builder</p>	(music up full).
#11 Testimonial 4	<p>Camera move to another testimonial (stay on page 21) :05</p> <p>"American Woodmark was the perfect partner for our nationwide In-Town Suites Institutional project due to the breadth of their kitchen and bath products, along with excellent sales and customer service support."</p> <p>- Sean Houari Project Sales Manager – South Renovations Plus</p>	(music up full).
#12 JD Power Recognition	<p>Page flip - Camera moves around the full 2-page advertisement Page 23 (L) IMAGE JD Power cover page</p>  <p>Page 24 (R) ARTICLE Article on JD Power award. "Award winning customer satisfaction"</p>	It's not just our customers who are singing our praises either. In 2020 American Woodmark was awarded the JD Power Award for customer satisfaction.
#13 Feature Article (Soldiers Home Project)	<p>Page flip - Camera moves around the full 2-page article in :10 Page 25 & 26 (L & R) ARTICLE Using the client supplied resources, a 2-page spread of the Milwaukee Home Depot project. Headline: "The Milwaukee Soldiers Home Project"</p> <p>"The \$40 million project will restore six buildings on the Civil War-era Milwaukee property into an estimated 100 housing units for veterans and their families who are homeless or at risk of becoming homeless.."</p>	<p>But there's no greater satisfaction than helping out in communities all over the United States. A perfect example was in Milwaukee, with our support of Home Depot's partnership to re-build a civil-war era property to provide homes for the homeless.</p> <hr/> <p>Well, I can't think of a better way to summarize what we're all about than with a story like this.</p>

		
<p>#14 Branding</p>	<p>Page flip to magazine back Page 27 (BACK) AWC logo and PROfolio logo lockup</p> 	<p>The PROfolio series from American Woodmark – <u>We are</u> you're complete cabinet solution.</p>
<p>#15 Call to action</p>	<p>Camera move to desktop Desktop Home Depot logo appears along with key call to action text. If you have more questions, come chat with us. Together we're opening new doors to sales opportunities</p> 	<p>If you have more questions, come chat with us. Together we're opening new doors... to sales opportunities.</p>