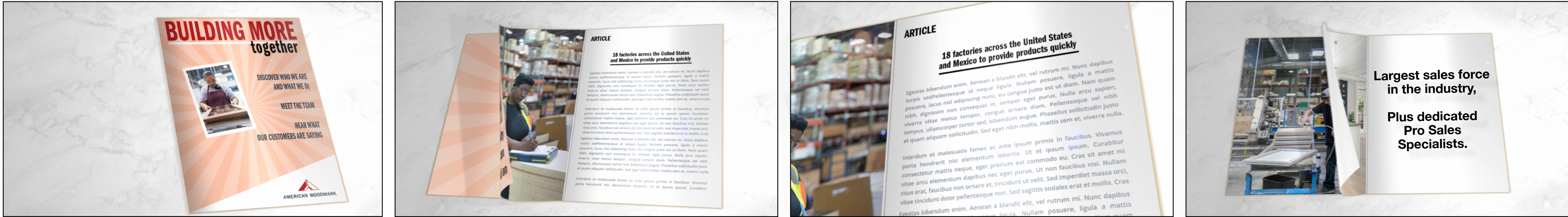


AWC - BRAND INTRODUCTION “MAGAZINE” CONCEPT BOARDS - 4:00



CREATIVE DIRECTION: The camera finds a customized American Woodmark magazine on the top of a marble countertop and pushes as it opens up. A scripted VO outlines the who, where, and what American Woodmark is all about. Client provided pictures of staff and cabinets fill the pages of the magazine along with various articles with text from the VO script. The camera zooms in and out of the magazine to help tell the story, panning across key words and images. Key text jumps off the page in several sections of the script as if it is levitating over the magazine before it settles into position.



Various pages highlight the different American Woodmark products as well as customer testimonials. Thematically, the magazine will resemble the same graphic elements that appear in the :30 promo to drive attendees to the virtual booth. Diversity will be a priority in selecting images for the magazine, along with references to community and craftsmanship. The video will close with a message of thanks and the Home Depot logo.