

# INDUSTRIAL

“ALL AHEAD FULL/**V5**” - 1:40



H & D DISTRIBUTORS  
GENERAL BRANDING VIDEO  
(**REVISED** SHOOTING BOARDS)

November 13, 2019

presented by go west creative



# “ALL AHEAD FULL/V5” (SHOOTING BOARDS. /. PG.1)



## Scene 1/Bathroom:

- **Camera/Blocking:** The CEO is sitting on the toilet, but the camera angle and the image prints on the behind him suggests he is actually in a beautiful corner office. The CEO gets up and flushes the toilet after he delivers his line, then steps on a rubber ducky as he walks past the camera.
- **Props:** 2 (2' X 4' image prints with a beautiful corner office view, rubber ducky,
- **Location:** Men's bathroom

---

**CEO:** Hello World, I'd like to introduce you to H&D Distributors, where we know... that at the core of every well-oiled machine (*holds up hydraulic seal*) is a well-engineered seal (*holds up seals*), and the confidence that you won't spring a leak.



## Scene 2/Sales Counter:

- **Camera/Blocking:** The CEO walks into frame and introduces his partner "Mike" while he delivers his line in a baby-talk style.
- **Casting:** CEO, someone behind the counter (**staffer #1 - Ted**)
- **Props:** 1 large cardboard printout of a seal, seal parts
- **Location:** dressed Sales Counter

---

**CEO:** After spending our lives perfecting, accurate, timely and cost effective sealing solutions, my partner Mike and I have learned a trick or two (*throws seals at Mike - and they fall to the floor*).

(*CEO starts baby talking to the cardboard cutout of the seal...*)

Who is the perfect seal, yes you are, you're the best little seal in the world.



## Scene 3/Warehouse:

- **Camera/Blocking:** low angle shot on the warehouse floor looking up at the CEO and the massive inventory in the facility. As he talks, a worker starts dancing (the running man behind him).
- **Casting:** CEO, warehouse worker (**staffer #2 - Danielle**)
- **Props:** track suit
- **Location:** Warehouse

---

**CEO:** Look, we know you may like to break it down (*staffer #2 does the running man in track suit behind CEO*), but you can't afford for your equipment to do the same, so stop wasting time with subpar seals and let our experts engineer the right solution the first time.

# “ALL AHEAD FULL/V5” (SHOOTING BOARDS. /. PG.2)



## Scene 4/Customer Service:

- **Camera/Blocking:** Find a large wall in facility to hang a large 4' X 8' image print of a warehouse in background of customer and an H&D logo behind sales rep. Each setting would be shot individually, then the camera reveals their just feet apart, and the phone chord is actually connected to each person directly. CEO helps reveal the scene by walking through the image divider.
- **Casting:** Customer ( **staffer # 3 Russell**), Rep (**staffer #4 - Dora**)
- **Props:** phone chord, phones, 8' X 4' split image print, desk, plant, H&D logo.

**Customer:** The other guy's seal failed again! Can you help?!

**Rep:** Of course! Did you know that temperature + pressure + stroke length and speed + media + surface finish = the right sealing solution?

**CEO:** (a proud CEO pops his head in to both frames and motions to the sales rep... ) I know, pretty impressive huh?.



## Scene 5/Conveyor:

- **Camera/Blocking:** (Rep runs in between shelving with dancers handing down boxes)
- **Casting:** Rep (**staffer #4 - Dora**), Dancer 1 (**staffer #5 - Monica**), Dancer 2 (**staffer #6 Oliver**)



## Scene 6/Warehouse:

- **Camera/Blocking:** The Rep runs up and off camera behind CEO from aisle)
- **Casting:** CEO, Rep (**staffer #4 - Dora**), Dancer 1 (**staffer #5 - Monica**), Dancer 2 (**staffer #6 Oliver**)

**CEO:** Our staff works harder than plasma in an etch chamber. (Laughs at what he thinks is funny)

# “ALL AHEAD FULL/V5” (SHOOTING BOARDS. /. PG.3)



## Scene 7/Conveyor belt shelving:

- **Camera/Blocking:** The camera follows the CEO as he walks in front of the conveyor belt shelving.
- **Casting:** CEO

**CEO:** What's that you say? All that elbow grease can still lead to a delivery debacle? Poppycock. Our tagging system ensures the accuracy and quality of all products and services. Oh thanks! (grabs part from **Derek** reading publication in shelving.)



## Scene 8/Hallway:

- **Camera/Blocking:** The camera follows the CEO as he walks down the hall towards the H&D conference room and delivers his line.
- **Casting:** CEO, CEO's mom (**Cheryl**)
- **Props:** meatloaf, funny wall art.

**CEO:** But our awesomeness goes beyond efficiency, and good hygiene. Our fully stocked inventory is as good as your mother's meatloaf.  
**Mom:** Oh, your so sweet.



## Scene 9/Conference Room:

- **Camera/Blocking:** The camera follows the CEO as he walks into the H&D conference room and delivers his line, revealing an old man in a small boat sitting on a table that is carrying damaged boxes.
- **Casting:** old man (**Derek's grandfather**)
- **Props:** damaged boxes, boat, telescope, Other Guys manufacturing (digital) logo.

**CEO:** And don't get me started on our shipping expertise. Other companies take your order, then they take their own sweet time getting you the parts you need.

# “ALL AHEAD FULL/V5” (SHOOTING BOARDS. /. PG.4)



## Scene 10/Warehouse:

- **Camera/Blocking:** CEO attaches a box to a drone and it flies off with box
- **Casting:** CEO
- **Props:** drones, boxes, computer/desk set up, confetti.

---

**CEO:** We utilize technologies that haven't even been invented yet, thus reducing downtime and increasing party time. *(Confetti is released along with lights from the disco ball)*



## Scene 11/Warehouse:

- **Camera/Blocking:** *Brushes off confetti and walks into final frame)*
- **Casting:** CEO
- **Props:** H&D Sign CNC'd is lowered on scissor lift into frame attached on strings by **(staffer #7 - Aaron)** and **(staffer #8 - Drew)**.

---

**CEO:** So, remember World, When you need to seal the deal, think H&D. We're the real deal... *(corrects himself)* seal. We're the real seal deal?



## Scene 12/Title Card:

- **Camera/Blocking:** digital title card
- **Props:** high resolution logo.

# October 2019 - H&D Distributors

ROUGH PRODUCTION SCHEDULE

Go West

Industrial

H&D



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
				Revise storyboards and write first draft of script		
13	14	15	16	17	18	19
	script re-writes		Client script review		script re-writes	
20	21	22	23	24	25	26
	H&D (staff) casting to final script					
	book travel, crew, etc.					
27	28	29	30	31	1	2
	PRE-PRODUCTION CALL #1					
	Prop source/build/purchase					

# November 2019 - H&D Distributors

ROUGH PRODUCTION SCHEDULE

Go West

Industrial

H&D



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	PRE-PRODUCTION CALL #2	Client script review				
17	18	19	20	21	22	23
	SHOOT			ROUGH CUT - EDIT		
	TRAVEL DAY		TRAVEL DAY			
24	25	26	27	28	29	30
	ROUGH CUT - EDIT REVIEW		EDIT REVISIONS			
			ROUGH CUT EDIT REVIEW			
				THANKSGIVING HOLIDAY		

# December 2019 - H&D Distributors

ROUGH PRODUCTION SCHEDULE

Go West

Industrial

H&D



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 ROUGH CUT EDIT REVIEW	2	3 FINAL EDIT REVISIONS	4 FINAL EDIT REVIEW FINAL EDIT REVIEW	5 COLOR CORRECTION FINAL AUDIO MIX	6 FINAL DELIVERY	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				