

The Stroller Store:
(formerly Bid Buy Baby)
 90-second Explainer Video

Video	Audio	Client Notes
<p>A soon-to-be MOTHER and FATHER tenderly embrace.</p> <p>We ZOOM IN on her pregnant belly, the shape of which morphs into the outline of a bassinet. An INFANT sleeps peacefully in it...</p>	<p>When it comes to your precious little one,</p> <p>we know that safety and comfort are the top priorities in choosing baby gear.</p>	
<p>... Image then becomes infant sitting in a stroller - she's crying and bouncing around.</p> <p>TILT UP to Mom's angry expression at Dad, who offers a sheepish smile.</p> <p>Medium profile shot of them pushing cheap, flimsy stroller through a park. It has one square wheel, which makes for a rough ride.</p>	<p>Anything less than they deserve</p> <p>means there will be more than enough trouble down the road.</p>	

<p>Close-up on Dad's face studying computer screen.</p> <p>Over-the-shoulder shot of Craigslist interface. A stock image of a premium stroller. "Call for details" in large letters.</p> <p>Back to Dad - he's got his phone out.</p> <p>We CIRCLE 360° around him...</p>	<p>Sure, online marketplaces may be good for finding a bargain...</p>	
<p>... and the setting dissolves to a dirty, grungy garage. Camera settles on Dad & Mom, looking nervous. Mom holds BABY in a sling.</p> <p>Medium shot on the Craigslist stroller – it's beat up, stained, and gross.</p> <p>PAN from it to SELLER, who is shirtless, tattooed and smoking a cigarette.</p> <p>Wide on Mom & Dad. They eye each other, then look down at their baby, then back away a few steps -- then <i>run away</i>.</p>	<p>... But the uncertainty of what—</p> <p>or <i>who</i>—you'll find in person is just too much to risk.</p> <p>Especially when carrying precious cargo.</p>	
<p>Wide shot of nursery.</p> <p>PAN across the room at all the baby items -- each one is highlighted and a price tag is called out with crazy high numbers like \$2,000, \$1,500, etc.</p>	<p>Peace of mind, however, comes at a price.</p> <p>The luxury brands you desire can set you back a pretty penny.</p> <p><i><each price makes a KA-CHING sound></i></p>	

<p>Medium straight-on shot of storage closet doors. A DIFFERENT MOM walks into frame and opens them--</p> <p>¾ angle: --an <i>avalanche</i> of baby gear - stroller, bassinets, mobiles, hampers, toys - pour out and knock her over.</p> <p>Overhead shot of the gear landfill - her frail hand sticks out.</p> <p>Cut to BLACK. Bid Buy Baby logo appears.</p>	<p>Selling that gear can be its own hassle.</p> <p>After your child outgrows them,</p> <p>the items often sit and outgrow your home.</p> <p>We think there's an easier, <u>safer</u> way to buy and sell pre-owned baby gear.</p> <p>That's why we created Bid Buy Baby.</p> <p>So how does it work?</p>	
<p>Profile shot of stroller sliding into a tall box in center of frame. The box folds itself up and then zips off, in place, to the BBB warehouse. Box opens and stroller slides out.</p> <p>The stroller then shuffles offscreen on a conveyer belt...</p>	<p>First, send us your used stroller or smart bassinet for FREE using our complimentary shipping.</p>	
<p>... which moves it before a team of INSPECTORS who study the item and write on clipboards. It's approved with a big green checkmark.</p> <p>Another item moves in - it's in poor shape - and is rejected with a big red x.</p>	<p>We then inspect and certify every item for safety, quality, and reliability.</p>	

<p>The approved item continues along the line to the CLEANING TEAM, who tune it up.</p> <p>Finally it slides into a family's living room, where they place their baby into it and celebrate.</p> <p>SPLIT-SCREEN: buyer family on right; seller family on left, parent fans out a wad of cash. A circle of arrows connects the two frames, indicating the cyclical nature of the marketplace.</p>	<p>After the item is professionally cleaned and tuned up,</p> <p>it's now ready to be sold for a new family to enjoy</p> <p>—earning <i>you</i> cash for your old gear.</p>	
<p>A garage filled with baby gear. Each item quickly disappears - and a growing stack of cash builds higher and higher.</p>	<p>Sellers receive fast and easy payouts...</p>	
<p>Same PAN across nursery - this time the price tags are slashed to much better numbers: \$2,000 \$500, \$1,500 \$300, etc.</p> <p>120-Day Limited Warranty badge appears</p>	<p>... while Buyers can own top brands for a <i>fraction</i> of their original price</p> <p>—and with a 120 day warranty!</p>	
<p>Portrait shot of the grungy, tattooed Craigslist seller -- freeze frame -- the image SWIPES offscreen, replaced by:</p> <p>Close-up on computer screen - user navigates through the Bid Buy Baby website</p> <p>Mom & Dad browse the website together on couch - they're relaxed and happy.</p>	<p>Best of all?</p> <p>You <u>never</u> have to leave the comfort and safety of your own home.</p>	

<p>Living room setting. Premium baby gear fades in and fills the space.</p> <p>In center frame, the soon-to-be Mother and Father fade in. They tenderly embrace.</p> <p>We ZOOM IN on her pregnant belly. There's a cozy, peaceful little baby sleeping in there.</p> <p>The image then morphs into the Bid Buy Baby logo.</p>	<p>So start saving money</p> <p>and enjoy peace of mind.</p> <p>Make the best decision for your growing family...</p> <p>Sign up for Bid Buy Baby today!</p>	
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