

Inflate-A-Mals 60-second Promo

Shot	Video	Audio
1 :5	Wide shot looking down dark upstairs hallway. Push/Zoom in on open door to child's bedroom.	V.O. There is an evil force lurking inside family homes everywhere...
2a :3	Medium shot on Brother and Sister sitting on floor playing with stuffed animals. They are stone-faced, completely unenthused.	... <u>BOREDOM</u> .
2b :2	Med. close-up on Brother's vacant expression as he holds up a teddy bear.	And those ordinary stuffed animals are the culprit.
2c :2	Med. close-up on Sister's face as she barely musters a smile.	The novelty's worn off and their cuteness has diminished.
3a :2	Close-up on inserting air compressor into deflated figure.	But a new toy has come to the rescue—
3b :3	Close-up on child's hand laying flat on air pump, gently pushing up and down.	One that packs huge fun in a small package.
4 :5	TIME LAPSE: Wide shot on the four heroes—Captain America, Spider-Man, Hulk, and Black Panther—inflating side-by-side in a line. (Air compressors are off-screen.) Title card of product name.	The world's greatest heroes have assembled. The Avengers Inflate-A-Mals are pumped up and ready for action!
4a :2	Then, REVERSE TIME LAPSE shot so they quickly deflate.	
5a :6	Medium shot on Brother and Sister again sitting on floor, but now with bright eyes and big smiles. Brother holds Black Panther and Sister holds Spider-Man. Mom enters doorway with Captain America and Hulk. She sits down with kids and plays.	These supersized Marvel superheroes are soft, lightweight, and irresistibly fun for the whole family!

5b :1 5c :1 5d :1 5e :1	Push in on Close-ups of stationary figures standing on carpet: Captain America Black Panther Hulk Spider-Man	Each of your favorite Avengers is uniquely detailed and made from premium materials.
6 :3	High angle on open suitcase with deflated Spider-Man stacked on top of clothes. Child's hand zips up the suitcase.	Inflate-A-Mals will fit just about anywhere—
7 :3	Cut to exterior. Panning wide shot as kids pull their suitcases to car for family trip.	So the adventures will continue wherever you go.
8a :2 8b :3	Eye-level shot of Mom pouring detergent in cup. High angle on open washer. Deflated head of Captain America lies face-up and ready for a bath.	And when they get dirty, simply throw them in the washer.
9 :6	Medium long shot on bedroom closet door. Mom enters shot and opens the door— An AVALANCHE of over-sized teddy bears and stuffed animals pour out on top of her!	Those <i>other</i> stuffed animals are impossible to contain. They've cluttered your rooms and overstuffed your closets.
10 :5	Panning wide shot on kids' bedroom. Sister is inflating Hulk figure with hand pump. Brother reaches into toy chest and pulls out deflated Spider-Man.	But Inflate-A-Mals are compact and ready whenever it's time to play.
11 :4	SLOW-MO wide shot on Brother and Sister running down hallway towards camera, excitedly holding their Inflate-A-Mals high in the air.	Your home is now safe from the forces of boredom.
4 :4	Repeat TIME LAPSE wide shot with the heroes lined up and inflating. Repeat title card .	Assemble the entire team of Avengers Inflate-A-Mals today! More characters coming soon!

Total: 1:04