

Swingle Whiteboard Animation Script

(Overgrown Trees on Commercial Properties)

Written and Conceived by Craig Ruvere

Male voice over
Subtle music in the background

FADE IN:
Swingle logo appears on screen.

CROSS FADE:

EXT. PARKING GARAGE - DAY
Ground is clear - no snow. Dan gets out of his car - walks towards a path down a set of stairs to the building entrance. He is wearing a t-shirt and jeans.

V.O.
Dan has an appointment in your
building today.

Large sign reads "This way Dan!" with a flashing arrow pointing straight, and lights around the sign.

V.O.
Your signage provides easy navigation
for Dan from the parking garage to the
main entrance.

Bold dotted line starts at Dan, zoom to aerial view, and travels to the front of the building ending with an "X" - like a treasure map. Trees are visible on pathway.

V.O.
Easy enough, right? Unfortunately
it snowed yesterday.

Snow abruptly falls from the sky with a "thud", covering the entire area - Dan puts on a coat and gloves.

V.O.
Now traveling to the front of your
building is treacherous - especially with

snow covered trees overhead and a sheet
of ice below.

Trees become animated and angry as Dan continues on afraid
- he puts on a hard hat.

V.O.

Overgrown trees prevent the sun from
warming pathways - melting the
accumulating ice.

Hockey player comes up the path from behind and skates by
Dan. Ice skating couple (man/woman) come from the other
side.

V.O.

While Dan's concerned about the trees,
he forgets about the slippery path.
(warning sign/sound effect goes off).

Dan flies up in the air, flipping over several times and
lands on his back. Ambulance (siren sound effect) rushes
over. Medics toss him on a gurney, while a lawyer follows
close behind waiving his business card which says "lawyer"
and carrying a briefcase.

CROSS FADE:

INT. HOSPITAL - DAY

Dan sits in a hospital bed in a full body cast - one leg
and one arm is up in a sling.

V.O.

It's your responsibility to maintain
safety on your property - avoiding
frustrating lawsuits and costly medical
bills *(the words "lawsuits" and "\$\$\$"*
appear on screen flashing).

Dan's lawyer happily brings him a tray of food.

V.O.

The good news? Falls from ice-covered
pathways are preventable.

CROSS FADE:

Swingle truck appears (see image). John Swingle "character"

(see image) hops out and appears in front of screen - his name is on his button-down shirt - wears Swingle hat. The trees are now happy on the pathway as are the people who are safely and happily moving down the path.

V.O.

Everyone expects to feel safe when they visit your property. Don't let overgrown trees become an issue, partner with the experts at Swingle today.

CROSS FADE:

Swingle logo appears on screen - as well as "myswingle.com" and a list of our services (Lawn Care, Tree Service, Pest Control, Landscaping, Holiday Lighting).

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