



Project: Vergola Promotional Video

Assignment: Develop the VO script and suggested visuals for a 3-5 minute video that showcases the benefits of Vergola adjustable roof systems.

	VOICEOVER	VISUAL/FX
1	Imagine... being able to control the amount of sunlight that enters your home — automatically.	Woman in the kitchen walking up to a window sill with a couple of plants sitting on it. She picks up a watering can and waters them as she notices the louvers open on their own, which lets the sunlight in.
2	Imagine... being able to control the amount of shade on your patio — with just the press of a button...	Man sitting on patio with a cold drink on table and newspaper in hand. Sun is in his face; he picks up remote and changes the louvres.
3	Imagine... being able to control your patio cover whether you're home — or not!	Woman driving an SUV full of excited kids. She looks up at a dark sky through the windshield and shows a little concern. Cut to WS of a patio decorated for a kid's birthday party. We hear thunder. Then CU of Vergolooa louvers quickly closing. Cut back to woman in car as her expression changes from concern to a comforting smile.
4	With a Vergola adjustable roof system, you CAN be in control of your environment... ...in all seasons... ...in all climates... ...and in all settings.	Upbeat music begins to play. Quick shots of sun/rain, desert/mountain, inside/outside.

5	<p>Developed for the harsh Australian climate and distributed worldwide, Vergola is made of interlocking louvres that open and close to allow light in...</p> <p>...or keep it out.</p>	Close up of louvres in motion?
6	<p>Vergola can be easily programmed to <i>automatically</i> adjust the louvres at set times throughout the day...</p> <ul style="list-style-type: none"> ▪ To take advantage of the morning sun ▪ To control the amount of direct sunlight falling on exposed windows and walls ▪ And to maximize shade while allowing air to flow through 	<p>Show woman programming.</p> <p>Show louvres moving into various positions automatically and the light effects.</p>
7	<p>The state-of-the-art rain sensor automatically closes the louvres when rain begins to fall...</p> <p>...and restores the louvres to your preset position when the rain ceases.</p>	<p>Show rain falling/louvres closing...</p> <p>...sun shining/louvres opening.</p>
8	<p>And the remote control allows you to bypass the programmed position whenever you want a little more sunlight... or a little less!</p>	<p>People on patio opening/closing the louvres with remote.</p>
9	<p>"We love the Vergola system, but what really surprised us was the energy savings. We use the air conditioner a lot less in the summer time."</p> <p>"It's really helped us in our commitment to live a greener life."</p>	<p>Client testimonial – maybe married couple who alternate speaking?</p>
10	<p>The Vergola opening roof system is built to last, with patented aerofoil shaped louvres that resist water and sun damage, and a 12-volt metal motor designed to withstand the tests of time.</p>	<p>Show parts.</p>
11	<p>Your Vergola can be either freestanding or integrated into your home's architecture.</p> <p>Whether you have a wood framework, stucco, or even metal, Vergola can be customized to match in material and color and is available in a variety of roofing configurations, from shed-roof to flat or gabled.</p>	<p>Shots of various Vergolas – flat, gable, etc.</p>

12	Vergola even has commercial applications that can add value to capital assets and assist with energy efficiency.	Show restaurant and/or hotel.
13	Vergola is only distributed through approved dealers and installed by licensed commercial factory installers, but is readily available to help beautify your home.	Vergola product being installed by factory installers
14	"People all over the world recognize the outstanding features of the Vergola system and are enjoying the benefits it brings to their lives. My mission is to improve quality of life by helping people create the perfect outdoor environment with Vergola."	John Johnston on camera
15	For a free, no obligation quote — or just to learn more about the incredible Vergola opening roof system —call our toll free number at 877-769-1916 or email us at info@vergolasouthwest.com. Vergola — better living every day!	Vergola logo Toll-free: 877-769-1916 Email: info@vergolasouthwest.com Better Living Every Day!