SpellCheck App Video Script

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VERSION: 2.0
NOTES: Explainer Style

	VIDEO	AUDIO
1.	INT. Cinderella cleans throughout an empty house. Exhausted, she sits in the kitchen.	ANNOUNCER (V.O.) You were chosen. The light inside you may be too bright for mere mortals.
2.	A Fairy Godmother suddenly appears from mid-air, smiles at Cinderella, waves her magic wand.	ANNOUNCER (V.O.) Not for Fairy Godmothers.
3.	EXT. The fairy uses her wand, turns a pump-kin into a white Porsche, changes a mouse into a chauffeur, transforms Cinderella's raggedy dress into an elegant white evening gown.	ANNOUNCER (V.O.) Righting reality's wrongs is what we do.
4.	CLOSE UP: A clock tower; minute hand seconds away from midnight. CUT TO: Cinderella kisses the handsome prince at the ball. She abruptly runs away.	(SFX: Tower bell chimes) ANNOUNCER (V.O.) All that we ask in return is your ability to follow directions. ANNOUNCER (V.O.) Desire over logic often wins out.
5.	Cinderella hobbles on a glass slipper, wearing her tattered dress. She wanders down a dirt road, alone, at night.	ANNOUNCER (V.O.) Does it justify putting your life in danger?
6.	CLOSE UP: Her ripped dress pocket shakes and glows from the inside.	(SFX: Cellphone buzzes) ANNOUNCER (V.O.) We at the Mystical Fairy Bureau have the perfect solution.
7.	She stops, pulls out her cellphone, stares at the glowing screen. CLOSE UP: Her face glows from below, capturing her shock and delight.	ANNOUNCER (V.O.) Introducing "SpellCheck".
8.	Animation of SpellCheck icon's outer glow on the home screen.	ANNOUNCER (V.O.) Here's how it works. Once a spell is cast, SpellCheck goes on your phone instantly.
9.	SpellCheck app automatically opens up.	ANNOUNCER (V.O.) It's only active when a spell has been broken or expired.

10.	The app auto-fills text and graphics.	ANNOUNCER (V.O.) It scans your danger level in less than a snap and offers the best security options.
11.	A luxury car rolls into view, stops besides a giddy Cinderella. A driver steps out, escorts her into the back seat.	ANNOUNCER (V.O.) Swift. Simple. Safe.
12.	The car drives away. TEXT: Spellcheck. Visit us at spellcheck.-magic	ANNOUNCER (V.O.) SpellCheck. Your second chance to a life ever after. Find out more. Visit our website today!