

Magic box animation script and recommended production

By

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Based on initial collaboration and storyboarding, with
subsequent notes.

MAGIC BOX ANIMATION SCRIPT AND RECOMMENDED PRODUCTION

Scene: 1

VOICE: NARRATOR

(IMAGE OF KATE & BEN)

Meet Kate and Ben

(AN ANIMATED CLOCK APPEARS BEHIND THEM AS ALL OF THE THINGS THEY DO IN A DAY ARE ANIMATED IN THE BACKGROUND.

- 1) 8.00am KATE & KIDS WALKING OUT DOOR, ALL WITH BAGS. KATE WITH COFFEE CUP, BEN IN CAR, DRIVING IN TO GET HIS CAR SERVICED, FRUSTRATION ON HIS FACE
- 2) 10.00am KATE STANDING UP GIVING PRESENTATION TO A BOARD MEETING, BEN IN A COURT ROOM.
- 3) 1.00pm KATE STANDING WITH SANDWICH IN HAND AND A LONG TO-DO LIST DOWN TO THE GROUND IN OTHER HAND BEN LOOKING BUSY ON HIS COMPUTER WORKING THROUGH HIS LUNCH
- 4) 6.00pm HAVE 3 CLOUD OUTLINES ALL COME UP AT ONCE SHOW KIDS WITH BOOKS AND PAPERS WITH WORDS HOMEWORK, SHOW A BUCKET AND MOP, SHOWING A PILE OF HOUSEHOLD BILLS TO BE PAID.
- 5) WEEKENDS (CLOCK WILL HAVE THE WORDS WEEKEND ON IT)
 - HAVE 3 CLOUD OUTLINES ALL COME UP AT ONCE SHOW KIDS ON SOCCER FIELD, GIRL IN TAEKWONDO CLASS AND KIDS AROUND TABLE WITH BIRTHDAY CAKE, SHOW GROCERY CART WITH SHOPPING IN IT, SHOW PICTURE OF AN ELDERLY COUPLE WAVING.

KATE AND BEN GET MORE TIRED AND MORE HAGGARD LOOKING AS TIME PASSES.)

VOICE: NARRATOR

Ben and Kate, like all of us, have a life that seems to get busier with every passing day. From early in the morning until last thing at night, they rush through everything on their to-do lists. From getting the kids off to school in the morning, to making sure both their cars are maintained, to their full days at demanding jobs and everything else in-between. Lunch break? Forget about it! They either work through it or spend their break doing errands. They both then come home to a nightly regime of helping the kids with their homework, house chores, paying the bills, and of course preparing dinner. Which of course only leaves the weekends to do the shopping, take the kids to weekend sporting events and parties plus attend to their extended family obligations

(PAUSE)

Scene 2.

(A SCENE WITH KATE AND BEN LOOKING HAGGARD ON A COUCH - A CLOCK NEARBY SHOWS 11 PM - THEY ARE DRINKING WINE AND ARE EXHAUSTED.)

VOICE: NARRATOR

Kate and Ben have lots of interests and great ideas.

(SHOW EACH DISHEVELLED CHARACTER ON COUCH IN TURN WITH IDEAS BUBBLES FEATURING THEMSELVES DOING ACTIVITIES AND BEING RELAXED AND HAPPY. THESE BUBBLES ARE SHOWING AT THE SAME TIME

BEN THOUGHT BUBBLE - MAKING A PIECE OF WOOD FURNITURE AND BEN LOOKING AT A "HOW TO DESIGN" BOOK. HE IS HAPPY.

THEN BEN THOUGHT BUBBLE - UNFINISHED CHAIR WITH COBWEBS. BEN IS UNHAPPY.)

VOICE: NARRATOR

Ben has plans to start his own business one day, doing something completely different. He started learning how to restore furniture, but most of it ended up just lying around the shed.

KATE THOUGHT BUBBLE - KATE SHARING IDEAS AROUND A BOARD TABLE WITH A SIGN THAT SAYS CHARITY AND KATE IN KARATE POSE.

THEN KATE THOUGHT BUBBLE - KATE ASLEEP ON COUCH)

Kate dreams of giving back to the community by donating her time to a non-profit organisation and learning Karate to get fit but she feels so exhausted at the end of the day that all she ends up doing is sleeping on the couch

(THE CHARACTERS SIGH AND DRINK MORE WINE)

Scene 3.

(WE SEE A MAGIC BOX. IT'S A BOX THAT SPARKLES AND SHIMMERS)

VOICE: NARRATOR

Enter the Magic Box. The Magic Box is the solution to time poor Kate and Ben.

(WE SEE KATE AND BEN INTERESTED; THE BOX IS IN THE LOWER FOREGROUND AND IT LIGHTS UP THEIR FACES. QUESTION MARKS APPEAR BETWEEN THEM)

Scene 4.

VOICE: NARRATOR

Here's how it works

(SHOW COMPUTER SCREEN WITH A CLOCK ON IT WITH WORDS
"1 MINUTE!" ON IT)

First, sign up online. It takes less than 1 minute to
register.

(AN EVERY DAY PA REP AND KATE SITTING DOWN AT KITCHEN
TABLE WITH "NEEDS ANALYSIS" PAPER SHOWING.)

A free consultation with an everyday pa representative is
booked so that your needs can be assessed, your pile of
things to do is examined, and you are matched to the plan that
best fits your needs.

(THE MAGIC BOX IS HANDED OVER)

Scene 5.

(WE SEE THE HAGGARD COUPLE PUTTING THEIR TO DO LIST
INTO THE BOX, AND WITH IT THEIR STRESS AND WORRY
(STRESS AND WORRY ARE CLOUDS WITH THE WORDS ON THEM)
- THEY GET LESS TIRED AND HAGGARD LOOKING WITH EVERY
ITEM PUT IN)

VOICE: NARRATOR

Kate and Ben put their to do lists in the box. They
include everything - even their stress and worry!

(WE SEE BEN OFFER KATE A BROKEN SHOE; SHE SHRUGS
AND THROWS IT IN THE BOX)

Not sure what goes in? Put it in anyway. Let us worry
about finding the solution.

Scene 6.

(EVERY DAY PA REP IS LEAVING VIA THE FRONT DOOR WITH FULL
MAGIC BOX IN HAND)

At an agreed time an Every Day PA Representaive will collect the
Magic Box.

(EVERY DAY PA REP THEN HANDS THE EMPTY MAGIC BOX BACK TO BEN
& KATE WHO BOTH LOOK HAPPY AND RELAXED)

Kate and Ben now feel lighter and can concentrate on
improving their quality of life, with their "to-do" list done,
like magic.

Scene 7.

(CALL TO ACTION - WE SEE BEN MAKING A PIECE OF
FURNITURE AND IN THE BACKGROUND KATE PRACTICING KARATE)

Don't let your to-do list stop you from achieving your dreams and becoming a better version of yourself. Bring some magic into your household, and let Every day PA give you back your time

Register now. (CLICK ON TO TAKE TO FORM)