

# TaperedPlus Video Proposal

**Audience:** Customers

**Purpose of the video:** The video focuses on the differences between TaperedPlus and other companies in the same category, in terms of services and products, as well as showing the workflow, the atmosphere of cooperation in order to attract customers to choose Tapered.

**Video structure(Storyboard):**

SCENE, TAKE	PLACE	SHOT TYPE	MAIN CONTENT	MOVE	Q/UESTION	CONTENT REFERENCE	REMARK	SCENCE REFERENCE(Camera)	SCENCE REFERENCE(Phone )
EMPTY MIRROR	Outside the building	Close	Sign outside the TaperedPlus building	Fixed					
EMPTY MIRROR	GF Meeting Room	Mid Close	Logo in TaperedPlus meeting room	Rotation					
1.1	GF Meeting Room	Mid Close	Aman	Fixed	What does TaperedPlus do?	Can share the reasons for setting up the company and what you want it to achieve (Face customers)	Ps: Allow more overhead space and don't get stuck on the top of the screen		
1.2	GF Meeting Room	Mid Close	Aman	Fixed	Why choose TaperedPlus and how it differs from other companies?	Size - domestic, commercial and industrial. We use cutting edge design technology and revolutionary roofing materials to ensure a high quality finish.		Same as 1.1	Same as 1.1
1.3 (2.2)	GF Meeting Room	Mid Close	Aman	Fixed	How the service team works	Highlighting service features, such as making appointments to meet with clients at their venues	Combine footage from 2 scenes and put at the end of 1 scene	Same	Same
1.4	GF Meeting Room	Mid Close	Rob	Fixed	Why choose TaperedPlus and how it differs from other companies?	Independence - Ability to mix products for best technical and commercial solution	Display of design drawings	Same	Same
1.5		Mid Close	Rob	Fixed	Introducing the products and design systems offered by the company	Can mainly introduce new products—ROCKDeck		Same	Same
2.1	1st Floor Working Space	Mid	Jess (Customer Service)	Fixed	What you actually do and how you use to connect the customer. How fast is the response	Can Share what you do and how you feel about it			
2.2	1st Floor Working Space	Close	Computer screens	Fixed			Depends on the content of 1.5 to see if further additions are needed		
		Close	Make a call with customer	Fixed					
		Mid	Working	Fixed					

**Questions:**

Aman

Q1:What does TaperedPlus do?

Q2:Why choose TaperedPlus and how it differs from other companies?

Q3:How the service team works

Rob

Q1:Why choose TaperedPlus and how it differs from other companies?

Q2:Introducing the products and design systems offered by the company