

# divine write

Scene No.	Scene Description	Script	Script Notes
1	Steelcraft logo in, animated (7 secs)	<p>Preparing your baby's nursery can be a very special experience. But finding nursery products which satisfy both mum and dad can sometimes be tricky.</p> <p>At Steelcraft, we make sure our entire line is not only safe, durable, reliable and functional, but also stylish and attractive.</p> <p>From strollers, joggers, prams, and highchairs right through to portable cots, rockers, and walkers, whether you're after a standalone product, that hard-to-find accessory, or an entire coordinated range, Steelcraft products are both a pleasure to use and a pleasure to behold.</p>	
2	<p>A montage of footage from the video (10 secs)</p> <p>Short voiceover that positions Steelcraft in the marketplace – it is a value conscious brand.</p> <p>Talk about the importance of selecting the right products for your cherished new addition to the family, its important to choose a brand you can trust because the products will be used for many years.</p>	<p>That's why Steelcraft is the name you can trust in your nursery.</p>	
3	<p>Title screen – “<b>Steelcraft, Contemporary Fashion For Every Mum</b>” (5 secs)</p> <p>Scenes 4 to 8 need to talk about the style and fashion elements that go into the design of each product.</p> <p><i>How conscious we are of the importance of this style</i></p> <p><i>How the brand is always at the forefront of style and design</i></p> <p><i>When designing we take comfort, safety and style into consideration</i></p>	<p>At Steelcraft, we pride ourselves on being able to cater to every taste, every budget, and every baby... from newborns through to toddlers.</p> <p>We employ a specialist team of designers to ensure you have the widest possible selection of appealing styles and designs at your fingertips.</p> <p>While we stay abreast of the latest home and interior decorator fashions, we also know that your baby spends a long time in nursery products.</p> <p>That's why at Steelcraft, we design for tomorrow as well as today. All of our products have a timeless quality – fashionable yet understated, distinctive yet enduring.</p> <p>We work hard to ensure you get the longevity</p>	
4	Close up on sketches of new products (5 secs)		

5	Pan back to show the design team discussing a project (5 secs)	you need and the aesthetic you want.	
6	Fabric swatches (5 secs)		
7	Pan across a range of coordinated gear (5 secs)		
8	Show a series of new products (15 secs)		
8b	<p>Title screen – <b>“Steelcraft, Making Life Easier For Mum &amp; Bub”</b> (5 secs)</p> <p>Scenes 8b to 11 are focusing on the various features incorporated into the product range. Talk about how innovative the range is and how we focus on making life easier for mum and baby in every product we make.</p>	<p>Of course, we know that stylish design isn't your only concern when buying nursery products. We know that mums and dads are busy – often sleep-deprived – people.</p> <p>That's why we place an equal importance on creating nursery products which make life easier for everyone.</p> <p>Parents find our products incredibly easy to use, and babies find them more than a little comfortable.</p>	
9	Mum & Bub interacting with products, specifically highlighting the features of Steelcraft products. (25 secs)	<p>Our innovative research and design scientists have spent years testing and refining the Steelcraft range of products.</p> <p>The result...? Every Steelcraft product is crafted with the utmost attention to detail and care for your convenience.</p> <p>Steelcraft products help take the hard work out of your day. They minimise fuss and they work as they should.</p>	Can we add on-screen copy to label each of the “Mum with...” shots?
	Mum with stroller – reversible handle		“Reversible stroller handles”
	Mum with stroller – one hand folding		“Fold with one hand”
	Mum with stroller – lightweight construction		“Lightweight construction”
	Mum with stroller – 5 point safety harness		“5 point safety harness”
	Mum with hi chair – height adjustment		“Multi-height adjustment”
	Mum with hi-chair – lockable wheels		“Lockable high-chair wheels”
10	Camera spins around a hi-chair with animated features highlighted (10 secs)	[INSERT PRODUCT HIGHLIGHTS]	
11	Camera spins around a jogger with animated features highlighted (10 secs)	[INSERT PRODUCT HIGHLIGHTS]	

12	<p>Title Screen – <b>“The History &amp; Heritage of Steelcraft, An Australian Story”</b> (5 secs)</p> <p>This is the story of both the company and the change in fashion and style over the past 50 years. Scenes 12 to 14.</p>	<p>The Steelcraft story started with [insert his original job title here], Colin Johson, in suburban St Kilda, Victoria. When his wife fell pregnant in 1947, Colin fashioned her a stroller in their backyard garage.</p> <p>After neighbours and friends witnessed his handiwork, Colin found himself inundated with requests for custom strollers.</p>	
13	<p>Old product photos, storyboarding the progression of fashion over the decades. Also interwoven with old video footage showing the assembly area. Old sketches of product would also be great here.</p>	<p>By the end of the year, he was selling strollers through the local markets, and it wasn't long before he had his own factory manufacturing – not only strollers – but also highchairs, cots, change tables, and bassinets.</p> <p>From thee humble beginnings, the Steelcraft brand has gone from strength to strength.</p>	
14	<p>Show the progression into the new range of products. New product shots, some close ups. (15 secs)</p>	<p>Now one of Australia's leading nursery product manufacturers, Steelcraft employs XXX [INSERT NUMBER OF STAFF] specialist staff, and is the only manufacturer in the Southern Hemisphere with its own ISO accredited Quality Assurance, research, and test facility.</p>	
15	<p>Title Screen – <b>“Quality screen”</b> (5 secs)</p> <p>Scenes 15 to 23 are focused on the rigorous testing and quality procedures that Steelcraft go through to ensure that all products are ready for the tests of everyday use. The footage will show a product in the Quest centre being tested and then a shot of that product being used in the real world by a mum (for eg a pram on a rolling road test then cut to a pram being pushed along a bumpy path in a park)</p>	<p>Otherwise known as QUEST, this centre was specifically established for the comprehensive testing of nursery products.</p> <p>This means we're the only company in Australia that can test its own products. And we take testing VERY seriously... We test and re-test everything thoroughly. So thoroughly, in fact, that we exceed Australian standards.</p> <p>And Australian standards are the most stringent in the world. American and European approved products have to be modified just to be sold here!</p> <p>Our highly trained staff are meticulous, and our processes are continuously monitored. That's why our Quality and Standards Testing Centre has been awarded ISO 9002 certification.</p>	
16	<p>Mum pushing pram on a rough surface (path) (5 secs)</p>		
17	<p>Pram on the rolling road test (10 secs)</p>	<p>QUEST is capable of conducting tests to Australian Standards AS/NZS 1754, AS/NZS 3629, and AS/NZS 2088, as well as numerous accredited International Standards.</p>	
18	<p>Mum folding the pram and placing into the back of a car (5 secs)</p>	<p>Translation...? Safe products. Safe baby.</p>	
19	<p>Pram undergoing the fold test (5 secs)</p>	<p>Our commitment to quality means your nursery products are safe, durable, and easy-to-use.</p>	
20	<p>Mum pushing pram down a kerb (5 secs)</p>		
21	<p>Kerb mount test (5 secs)</p>		
22	<p>Show footage of products undergoing various other Quest centre tests (15 secs)</p>		
23	<p>Repeat montage of footage</p> <p>Summary statement about the</p>	<p>Steelcraft is dedicated to helping mums and dads through the joys and hardships of early</p>	<p>Long pause before conclusion.</p>

	<p>brand and what it stands for, value, style and caring for your family – or something along those lines.</p>	<p>parenthood. We pride ourselves on creating nursery products which are safe, reliable, durable, and – last but not least – pleasing to the eye. Steelcraft nursery products – Your baby... Your nursery... Your choice.</p>	
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