

Corporate Film Scenario Structure

1. Opening Introduce the company (visually) - <i>What do they do?</i>	2. Introduce Explain who the company is and what it does - <i>Voice over</i> - <i>Manager explains</i> - <i>Actor explains</i>	3. The Product/favor Show/explain the most important product or favor. - <i>Why that product/favor?</i> - <i>Better than the all the rest</i>
4. Testimonials Show an external perspective - <i>Real life situation</i> - <i>Convincing</i>	5. Call to action Force the viewer to perform an action - <i>Right now!</i> - <i>Contact the company</i> - <i>Buy the product</i> - <i>Register for newsletter</i>	6. Logo Strong animation of the companies logo. - <i>Shows professionally</i> - <i>Stamps the final image.</i>