

Summer Owens

14 Jan 2025

VIDEO SCRIPT

For Student Purposes Only

Overview:

The Texas Pie Company was established in Kyle Texas in 2000. While they are a full-service restaurant their specialty is, of course, pie. They love to provide a vibrant, colorful atmosphere that draws new customers and regulars in to have a bite. They are known for their 32 flavors of pie and haven't added one to the lineup for a long time, but all that is about to change with the introduction of Honey Butter Cardamom Berry Pie. This launch is a big deal and as such our goals are as follows:

Objectives:

- **TANGIBLE GOAL #1:** The goal of the campaign is to advertise and stir up some excitement for a brand-new pie flavor – Honey Butter Cardamom Berry
- **TANGIBLE GOAL #2:** To sell at least 300 personal Honey Butter Cardamom Berry pies during the first week of the flavor launch.
- **TANGIBLE GOAL #3:** To bring in new business and create more awareness of our little slice of Texas heaven.

TITLE:

"There's a New Pie in Town"

Timeframe: 1:30 minutes | Voiceover: Conversational and warm

TIME	AUDIO	VISUAL
00:00 – 00:13	<u><i>Narration:</i></u> “Southern Pecan, Dutch Apple, Lemon Chess, Chocolate Fudge. Grandma’s recipes have made Texas Pie Company a national food destination.”	<u><i>Opening Shot:</i></u> Show each pie as named. Then footage of the exterior of the Texas Pie Company building.
00:13 - 00:22	<u><i>Narration:</i></u> “Her recipes are at the heart of all we do, but does that mean we can’t try something new?”	<u><i>Stock Footage:</i></u> An old recipe box with handwritten recipes in it.
00:22 – 00:38	<u><i>Narration:</i></u> Introducing our Honey Butter Cardamom Berry Pie. This isn’t grandma’s recipe, but it is made with grandma’s love. A blending of tradition and innovation that’s out of this world.	<u><i>Stock Footage:</i></u> Show the finished pie followed by cuts of making pie dough and stirring ingredients in a cozy kitchen.
00:38 – 00:49	<u><i>Narration:</i></u> With a flaky honey butter pie crust, delicate mixed berries, and hints of cardamom, anise, and orange, this pie is truly one of a kind.	<u><i>Filmed Footage:</i></u> Show each component as named - the crust, a bowl of mixed berries, and tiny bowls filled with cardamom, anise, and orange. Cut to someone slicing into a pie.

00:49 – 01:04	<u><i>Taste Tester Testimonials:</i></u> Audio testimonials about the new pie.	<u><i>Filmed Footage:</i></u> Show taste tester testimonials about the new pie.
01:04 – 01:14	<u><i>Narration:</i></u> Stop by on launch day, February 3 rd , and get a 15% discount on every order that includes our new pie. While supplies last of course. And trust me, they won't last long.	<u><i>Filmed Footage:</i></u> Cut to video of pie case and people enjoying pie inside and purchasing pie. Flashing date of February 3 rd .
01:14 – 0:1:30	<u><i>Narration:</i></u> Don't forget to tell your friends and neighbors there's a new pie in town at Texas Pie Company.	<u><i>Stock and Filmed Footage:</i></u> More footage of the new pie and close with Texas Pie Company footage along with the address.