XPLANE

Yahoo Search Marketing Script V.3 – Persona: Travel Agent

023VDC-YAHOO-EN01-00094-EXEC_VIDEO

	Scene and Character Description	Dialog	Voice-Over and SFX	On screen text	Notes and screen shots
	Yahoo! Exec video Introduction (Need to define what background is used behind the exec.)	**Proposed Yahoo NetAgent Video Scripts** **Short – 12 seconds** "Hello, my name is Martin Byrne, Director of Marketing for Yahoo Canada. I'd like to invite you to listen to some information I think you'll find interesting. Enjoy." **Intermediate – 14 seconds** "Hello, my name is Martin Byrne, Director of Marketing for Yahoo Canada. I'd like to invite you to listen to some information that is helping many small businesses. Enjoy." **Long – 18 seconds** "Hello, my name is Martin Byrne and I am Director of Yahoo! Search Marketing. I'd like to invite you to learn how Yahoo! Search Marketing can potentially help your business increase its customers & revenues. I know you will find this extremely interesting	BG Music as intro video is playing.		The intro video automatically plays as the NetAgent shell is loaded. Exec video fades out and Facilitator Walks in from the right hand side of the screen (Shell)

023VDA-YAHOO-EN01-00094-NARRATOR_01

Facilitator walks in from the right and introduces herself. As the facilitator jestures to the left, the 4 menus fade in.	"Hi. I'm Sarah, from Yahoo! To your left, are some common challenges that companies like yours face. Take a look and select any that interest you."			The facilitator introduces herself and gestures to the menus on the left. At the end of the script she turns to look at the menu options on the left and periodically looks back to the viewer in an infinite loop. At this point the user can click on any of the four menu options.

023-YAHOO-EN01-00094-PID00149-Travel Agent

1	MENU BUTTON Sub-header Pain			**Button:** Advertising is time-consuming **Pain:** I don't have the time or money to market my business effectively...	
2	Sharon is an immigrant woman in her early 40s who runs a travel agency. She has medium length "dark brown" hair that is tied back from her face. She has an olive-skin complexion. She is South Asian (Indian) Sharon is sitting at her desk on the phone. There is a LCD computer screen on her desk set at an angle on one side, as well as several post-its on a nearby table-top bulletin board. A small printer/fax machine and a wire rack with manila folders are also on a filing cabinet near the desk. She has notepad and pen near her, as well as a small stack of papers on one corner of the desk.			**Rollover Detail:** Sharon knows she needs to advertise her busy travel agency in order to expand her business, but she doesn't think she has the time, money or resources to manage the details of setting up an effective marketing campaign.	
	Pain 01 (CH01)				

3	Sharon on the Phone (Front View)	**Sharon:** Sorry Frank, I'm going to have to cancel our meeting again today. The phones haven't stopped ringing and I don't have anybody else here to help me. I can't afford to lose any customers.	Pain (Challenge) Music Stinger Intro (As scene begins.) **SFX:** Sound of phone ringing		
4	Frank is an advertising account rep at a local newspaper. He is in his late 30s, has dark black hair and a neatly trimmed beard and mustache. He sits in front of an old steelcase desk. The desk is messy and he is holding a coffee mug. There is a computer screen as well as several newspapers tearsheets stacked in front of him. He is in a beige cubicle. (Optional: His has his feet up on the desk.)	**Frank (ad rep at a local newspaper :)** Well you won't be able to attract new customers if you don't advertise, and without new customers you can't afford to hire that assistant you need.			
5		**Sharon:** I know Frank, but I just don't have the time to sit with you during business hours to go through setting up print and banner ad campaigns. That time costs me money.	Pain (Challenge) Music stinger extro. (As scene ends)		
6	Facilitator Audio only voice over.		When you market your business today, would you like to be able to minimize the amount of time and money you spend?	When you market your business today, would you like to be able to minimize the amount of time and money that you spend?	If the button Next or "Yes" is clicked, then the (Gain 01) scenario plays. If the back button is clicked, the viewer is returned to the main menu displaying the 4 Challenges.
	(If back button clicked) Main Menu Facilitator walks in from the right and entices the user to click another challenge. (Not the same video as the introduction)	"Please Select another business challenge to explore."			At the end of the script she turns to look at the menu options on the left and periodically looks back to the viewer in an infinite loop.
	Gain 01 (SL01)				

7	Later that evening after business hours in Sharon's Office. Sharon is looking at her computer screen. **POV:** ¾ front view	**Sharon (Thinking :)** Frank is right, I do need to advertise.	Gain (Solution) Music Stinger Intro (As scene begins.) Reverb effect (Thinking to herself)		
8	**POV:** Sharon over the shoulder looking at her computer. She is setting up her YSM ad campaign (Need some details here)	**Sharon (Thinking :) [SCREEN SHOT1]** This is a lot faster than a business meeting. **[SCREEN SHOT2]I** can start to advertise with little money and change my ads easily whenever I need to.	Reverb effect (Thinking to herself)		
9	Sharon at her desk in her office managing YSM account on her laptop. Off to the side, a young 20-something brunette woman, (her new assistant) is answering phone at Sharon's old desk.	**SFX:** Phone rings. Voice of a young woman. "Good Morning, "Lakeside Travel," how may I help you?" **Sharon:** (thinking...) I don't know why I didn't start search marketing sooner. I have been able to use just one ad across a range of campaigns. I can change ads easily, getting much better results from search ads than I ever did with print ads.	SFX: Phone Rings. Reverb effect (Thinking to herself) Gain (Solution) Music stinger extro. (As scene ends)	Several months later...	

| 12 | End of Gain Solution Scenario | | Facilitator

Is that better? Would you like to get started with a special offer on Yahoo! Search Marketing? If so, click "Sign Up"

If you are not sure, select a topic to Learn More about Yahoo! Search Marketing.

or, click "Return To Main Menu" to select another challenge. | Gain Solution Statement.

(This show up on the end of solution scenario page at the same time as the facilitator)

"I can start advertising quickly, and change ads easily for best results."

• Easy to Manage
• Control of spending
• Reuse ads across campaigns | Facilitator walks in from the right, gestures to the "Learn More" topics area, then goes into the infinite loop periodically look back at the viewer. |

XPLANE
Yahoo Search Marketing Script V.2 – Persona: The Retailer

023-YAHOO-EN01-00094-PID00150-The Retailer

	Scene and Character Description	Dialog	Voice-Over and SFX	On screen text	Notes and Screen shots
1	MENU BUTTON Sub-Header: Pain			**Button: No** website traffic **Pain:** I've got a website but no one goes to it …	
2	Melissa is a red-head in her mid-30s who runs a boutique clothing shop. Melissa is standing outside the door of her boutique looking down the street as another store is moving in on her trendy block. She is holding her miniature poodle.			**Rollover Detail:** Melissa owns a small boutique in a crowded business district. She wants to use her website to generate more business for her store.	
	Pain 02 (CH02)				
3	Melissa is in her office looking at her computer screen. There are shipping boxes and clothes on a rack behind her.	**Melissa (Thinking):** Boy, the competition is getting fierce down here. I was hoping to use my website to generate more online business, but it hasn't made a difference. No one visits my site!	Pain (Challenge) Music Stinger Intro (As scene begins.) Reverb effect (Thinking to herself) Pain (Challenge) Music stinger extro. (As scene ends)		
4	Facilitator Audio only voice over		When customers are looking for companies like yours on the Web, would it help if they could find you without knowing you exist?	When customers are looking for companies like yours on the Web, would it help if they could find you without knowing you exist?	If the button Next or "Yes" is clicked, then the (Gain 02) scenario plays. If the back button is clicked, the viewer is returned to the main menu displaying the 4 Challenges.