

“Poof” :30

This spot shows the Minda Living pouf “poofing” into existence. It features a diverse group of adults in their thirties. A woman in her thirties reads the VO with friendly energy. Cheery music plays softly in the background.

The camera follows into the living room.

VO: Furniture handcrafted by artisans from around the world? Poof.

When “poof” is said, the pouf appears with someone comfortably sitting on it. The camera cuts to an office.

VO: Made from only natural materials with no synthetics or chemicals? Poof.

When “poof” is said, a pouf appears with office supplies sitting on top. The camera cuts to a kitchen.

VO: Stuffed by you to reduce air shipping and carbon emissions? Poof.

When “poof” is said, a person appears stuffing the pouf with the filling. The camera cuts to a patio with lots of greenery.

VO: Something that benefits you and the world around you? Poof.

When “poof” is said, a bunch of poufs appear with friends sitting on them chatting/laughing. A couple other poufs could have potted plants sitting on top.

VO: The Minda Living Cloud 9 Pouf. Sustainable, ethical shopping as easy as “poof.”

SUPER: MINDA LIVING LOGO

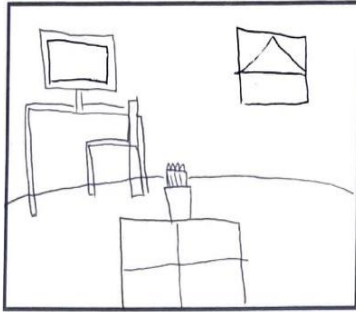
Storyboard Template

Name: Anna Castello

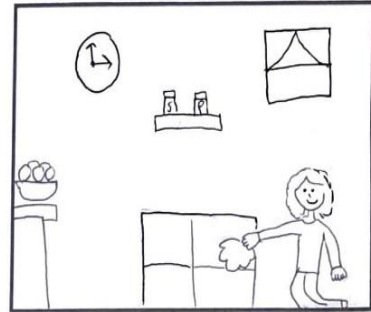
Project: "Poof":30



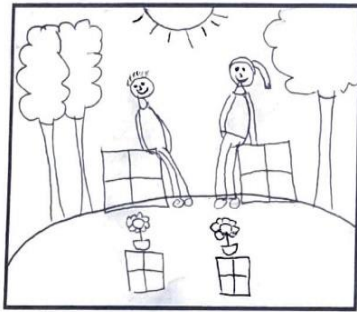
"Furniture handcrafted by artisans from around the world? Poof."



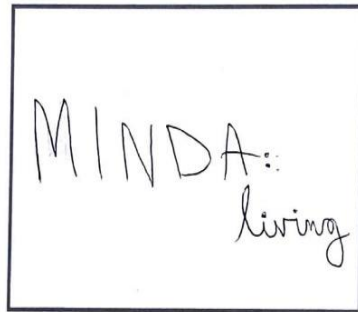
"Made from only natural materials with no synthetics or chemicals? Poof."



"Stuffed by you to reduce air shipping and carbon emissions? Poof."



"Something that benefits you and the world around you? Poof."



"The Minda Living Cloud 9 Poof. Sustainable, ethical shopping as easy as 'poof'."

