

CarpeDM

Draft of Treatments

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App Explainer

The App Explainer video has three concepts but one core element; a date.

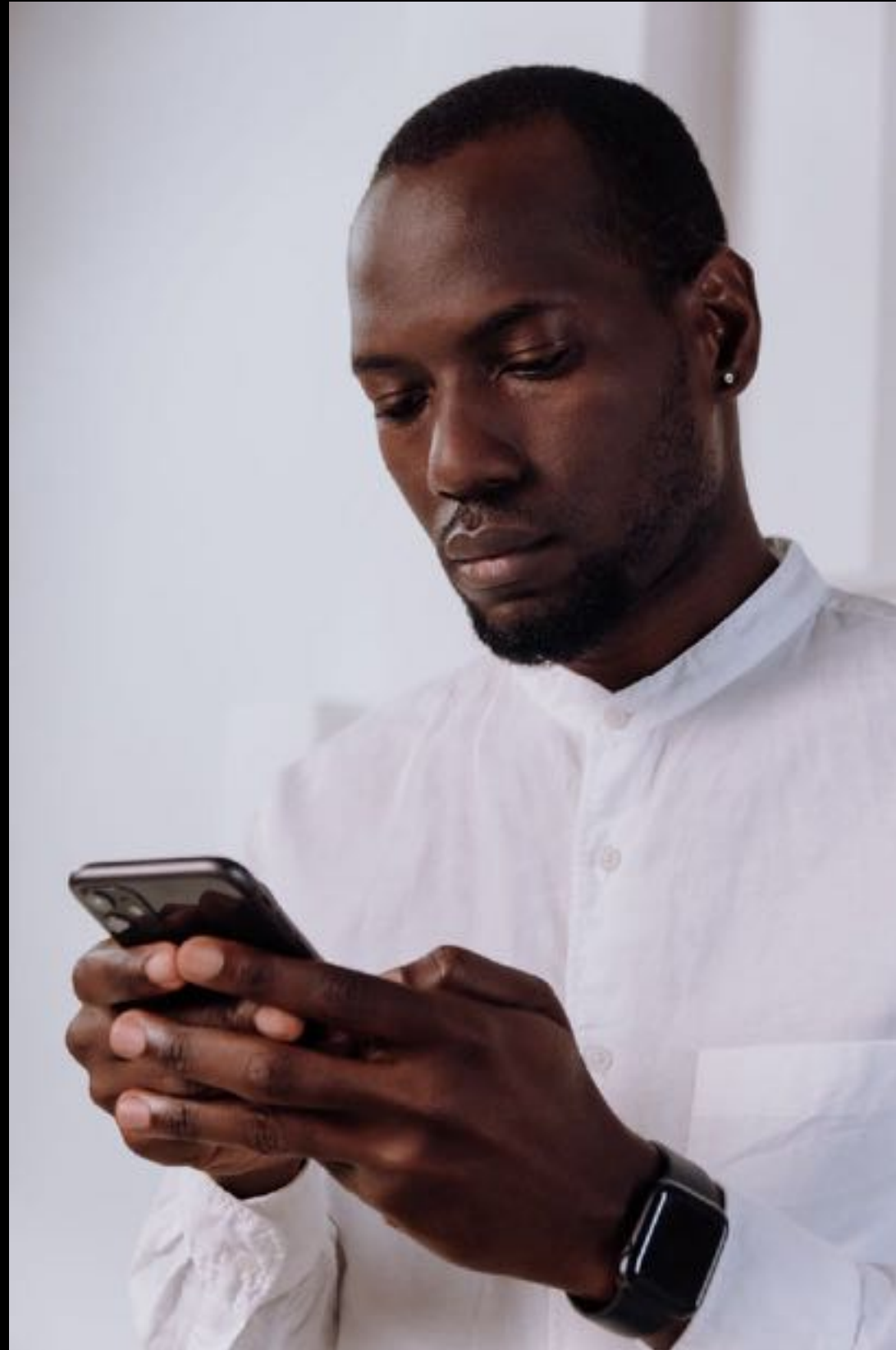
In the first version Naza narrates the date while touching on key points of the app. She is there in the foreground while the date is going on. We shift focus between her explanations and how the date plays out.

In the second version Naza is only present as a voice-over. The focus is entirely on the date.

In the third version a man gets flaked on his date at the restaurant via text. We cut back to his apartment where transitions to using the CarpeDM app. He gets matched and enjoys a date and the restaurant he originally planned for.



The Story



Frustration (The Problem)



Dining Setting



Close-ups to show joy or intimacy



Solution Scenes (Successful Dating Experience)



Version 3 Video Chat Reference

The 15 second video ads are shorter segments (moments) of the dining dating experience. We use copywriting/voice to highlight a key feature of the app.

Video Ads



The Onboarding video will come from green footage of Naza discussing the details of being on the app. It is cheerful and exciting. It will be combined with on-screen animation to explain steps the user must take and key features.

Onboarding



The app store video will showcase the key features of the app, and will blend in footage from the App Explainer.

App Store Video

Thank you.