



## Customer Case Study

# Shot Board

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This is a map and shot list for the [Customer Name] customer video. The video will be shot on location at the [Customer Name] office in Downtown San Francisco. With an expected completed duration of under 3 minutes, the shoot will incorporate both interview and b-roll segments. This shot board goes over the required shots.



Day of Production: 2/24/2014

Producer: Bob Newman



**Shot:** Interview

**Topic:** Introduction to main subject

**Script:** Refer to "Intro"



**Shot:** Interview with layered B-Roll

**Topic:** Main subject responsibilities

**Script:** Refer to "Responsibilities"



**Shot:** Interview

**Topic:** Life before using product or service

**Script:** Refer to "Before"



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**Shot:** Interview layered with B-Roll

**Topic:** Life before using product or service

**Script:** Refer to "Before"



**Shot:** Interview

**Topic:** Life with your product or service

**Script:** Refer to "Life With"



**Shot:** Interview layered with B-Roll

**Topic:** Life with your product or service

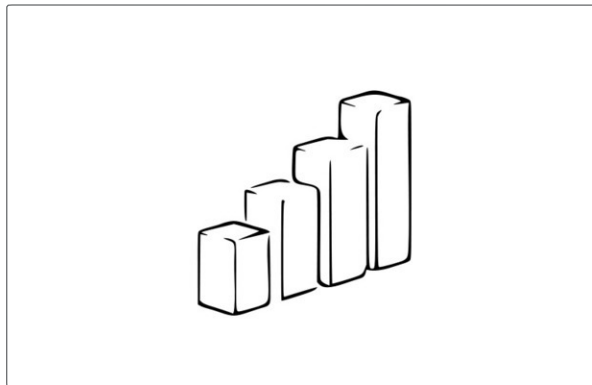
**Script:** Refer to "Life With"



**Shot:** Interview

**Topic:** Results with product or service

**Script:** Refer to "Results"



**Shot:** Interview layered with B-Roll

**Topic:** Results with product or service

**Script:** Refer to "Results"



**Shot:** Interview

**Topic:** Conclusion

**Script:** Refer to "Conclusion"