Video Advertisement Script

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February 18, 2024

Target Audience: Teenagers, Generation Z, and Millennials who are fans of books, music, and other media.

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| VIDEO | AUDIO |
| 1. WS OF BARNES AND NOBLE ENTRANCE | MUSIC: FUN PIANO MUSIC FADES IN AND PLAYS IN THE BACKGROUND THROUGHOUT THE COMMERCIAL  VOICE OVER: Barnes and Noble is having its first ever fall sale! |
| 1. LS PAN OF THE BEST SELLING BOOKS BEING DISPLAYED ON A SHELF | VOICE OVER: Get 50 percent off 20 of the best-selling books of the year! |
| 1. CU OF PAGES BEING FLIPPED THROUGH IN SLOW MOTION | VOICE OVER: No matter what genre you’re looking for, we’ve got you covered!  SFX: PAGES BEING FLIPPED THROUGH |
| 1. WS PAN FROM BOOKS TO A DOLLY ZOOM INTO THE MUSIC AND MEDIA SECTION OF BARNES AND NOBLE | VOICE OVER: Not a heavy reader? We have 20 percent off vinyl from your favorites like Fleetwood Mac, The Beatles, Radiohead, and Beyoncé! |
| 1. GREEN BACKGROUND WITH TEXT ON THE SCREEN SCROLLING DOWN. THE TEXT IS:   MUSIC  POP  R&B  ROCK  JAZZ  COUNTRY  AND MORE! | VOICE OVER: We carry a wide range of musical genres to choose from. |
| 1. PHOTOS OF DIFFERENT ITEMS ARE SHOWN AS THE VOICE OVER MENTIONS THEM | VOICE OVER: We also have 25 percent off games, toys, DVDs, posters, and other items you’ll be sure to love! |
| 1. BARNES AND NOBLE LOGO FADES INTO SCREEN WITH:   (407) 894-6024  LOCATED INSIDE COLONIAL PLAZA MARKET CENTER  2418 EAST COLONIAL AVENUE  ORLANDO, FL  32803 | Voice Over: This sale starts on November first and ends November twentieth.  Barnes and Noble is open from ten a.m. to nine p.m. Monday through Saturday, and noon to six p.m. on Sunday.  MUSIC: PIANO MUSIC FADES OUT |
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