

4 min website Branding Video for ARIELLE TEES

Scene	Visual	Audio	Titles/Graphics
# 1	MONTAGE: shots of various sizes and angles of ARIELLE TEES being worn by girls, women and a handful of men in private and public. Some smile to the camera and wave, others go about their business.	MUSIC UNDER: Queen's <i>Don't Stop Me now</i> MUSIC CROSS FADES to interview...	As montage finishes, TITLE FADES UP: <i>Powered by Arielle</i>
# 2	Int. Arielle Tees Store – D They speak in a casual, conversational way. <i>(Note: this family is quite comfortable showing emotion).</i> 2 Camera Angles: Wide Master 2/Shot Raking 2/Shot/Jan & Troy	Interview Clip: Jan and Troy introduce themselves as founders of the company and Arielle's parents, segueing into the mission of the company.	Jan & Troy Marber, Founders of Arielle T's (Add'l Title Fades Up): Arielle's Parents
# 3	As conversation continues... CUT TO B-roll: Home video of Arielle as a beautiful and active young girl. CUT TO: STILLS from the accident	Interview Clip: Parents talk about the past: before and after Arielle's bike accident at 12 yrs old.	Toronto, Ontario July 13, 2018

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# 4	<p>Back to Interview: Confident capable 18-year-old Arielle enters, maneuvering her wheelchair to join Jan and Troy. She wears a colorful BRING IT ON Arielle T-shirt</p> <p>2 camera angles: Wide 3/Shot of Family Single on Arielle</p>	<p>Interview Clip: The family discusses how Troy had the first T-Shirt made to help lift Arielle out of her depression after the accident (She wouldn't return to school, kept to herself, and wanted to stay in bed all day).</p> <p>Jan mentions how for a 12 year old girl, friends are everything and it was devastating for her daughter.</p>	Arielle Marber
# 5	<p>As conversation continues...</p> <p>CUT TO B-roll: Home video of Arielle's 13th birthday party. In her wheelchair, she blows out candles and we see that not only she, but all her girlfriends around the table are wearing BAD ASS Arielle Tees!</p>	<p>Interview Clip: Troy tells how once he had Arielle's first T-shirt made, all her friends wanted them, in support.</p>	
# 6	<p>Back to Interview: Present day Arielle holds up the original BAD ASS t-shirt to camera, reminiscing.</p>	<p>Interview Clip: Arielle comments on transitioning to a new life.</p>	
#7	<p>CUT TO B-roll : Jump cuts of T-shirts such as:</p> <p>WONDER GIRL BRAINIAC FIERCE</p>	<p>Interview Clip: Jan talks about her idea to come up with more titles for girls' empowerment T-shirts, which Arielle named...</p>	

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	<p>+ Interview: 2 camera angles:</p> <p>Single on Jan Single on Arielle (reactions)</p>	<p>....and to start a boutique by getting a small business loan.</p>	
# 8	<p>Interview continues... 2 camera angles:</p> <p>PAN to Single on Troy Single on Arielle (reactions) + B-roll of Troy, wearing a hard hat at a construction site.</p>	<p>Interview Clip: Troy adds that he worked overtime for a year to help supplement the funding.</p>	
# 9	<p>Montage of STILLS of the 3 of them creating the shop.</p> <p>+ Interview: 2 camera angles:</p> <p>3/shot of Family 2/shot: Jan & Troy</p>	<p>Interview Clip: Family talks about the challenges and hard work involved, and that Arielle was right beside them...</p> <p>Jan comments that she had heard of other families' businesses failing, but that <i>nothing was going to stop them!</i></p>	

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# 10	<p>Ext. Arielle Tees – D</p> <p>Present day establishing shot of the Toronto shop, open for business and a mainstay of the popular street lined with cafes and other shops</p> <p>+</p> <p>MONTAGE: Jump Cuts of Mom Tees, such as:</p> <p>GATHERER & HUNTER TENACIOUS MULTI-TASK QUEEN</p>	<p>Interview clip: Family talks about their successful opening....and how the Moms wanted T-shirts too.</p>	
# 11	<p>Int. Arielle Tees – D</p> <p>Recent footage of customers shopping at the busy boutique.</p>	<p>Interview Clip: Family tells that at first, Arielle was too self-conscious to work at the shop, so she created a social media blitz from home.</p>	<p>Tik Tok, IG, and Facebook posts about Arielle Tees</p>
# 12	<p>MONTAGE of people inside and outside the shop proudly displaying Tees such as:</p> <p>THEY/THEM GENDER-FREE TAILORED IDENTITY</p>	<p>Interview Clip: Family tells how the boutique became integrated into the local East Side community, and Pronoun Tees naturally followed...</p>	

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#13	<p>Troy playfully busts open his flannel shirt to reveal an Arielle Tee underneath: FIXER ...as his daughter and wife tease him.</p> <p>+ B-roll: Stock footage from <i>New Visions</i>, an established Toronto organization for the disabled</p>	<p>....as well empowerment Tees designed for Boys and Men...</p> <p>...and that they also offer packages for couples and families, while noting that 15% of all their proceeds go to New Visions, Toronto.</p>	<p>More social media posts announcing special deals on packages...</p> <p><i>New Visions</i> Logo</p>
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# 14	<p>CLIP FROM TALK SHOW, <i>The Social</i>:</p> <p>Arielle in her wheelchair is being interviewed about her booming business. She looks happy and confident and makes a joke. The host is charmed.</p> <p>Back to Interview (2 shots): Single on Arielle 3/Shot of Family</p>	<p>Arielle comments on her journey from being a hopeless recluse to a person on national TV!</p> <p>The family comments on how proud they are of their daughter.</p>	
# 15	<p>MONTAGE of recent STILLS of Arielle and her family working, traveling and enjoying life.</p>	<p>She talks about how the accident was the worst thing in her life, but it brought about the best: the family is closer, they are more financially comfortable, and although she's missed out on some typical adolescent</p>	

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	FADE TO BLACK	experiences, her values have deepened from that of a “typical:” teenager. MUSIC under: reprise of Queen’s <i>Don’t Stop Me now</i>	TITLES FADE UP: Visit our family on social media (IG, Tik Tok, and Facebook logos) Better yet, drop by and say Hi. We’d love to meet you! Arielle Tees 1444 Queen St East Toronto, ON M6J 2G5