

Andrew Ostrom

Treatment

This three commercial series for Venmo will not only promote the use of Venmo in everyday purchases but to also connect users to small businesses. That way if this marketing strategy turns out to be successful then all companies involved can then thrive. In each commercial, different small businesses will be the focus. The first will be Julie's Bakery which will be a small brick location with large window, and amazing desserts. The second location features Corner Barber. Here the audience will see a typical barber shop pole spinning outside the door and the precision details of haircuts that one can get from a dedicated small business barber. Finally, the third commercial will feature Sally's Nail Salon. Again Sally is the owner and only worker to be seen in the shop. She too is extremely dedicated to her craft, and that can be seen in the detail that she puts into every one of her customers nails. As for the actors that will be playing the three customers, we will be using people in their late twenties to early thirties. This is because research has shown that this generation is the most likely to use Venmo in their everyday lives. In the end, the goal is to instill a new way to use Venmo in the modern age. Instead of using it to pay friends or to split a bill at a

restaurant, it is now shown to even be used for the simple acts of buying a dessert at a bakery, or paying for a haircut. At the same time, these commercials should help others go out and spend money on small businesses. Ultimately taking money away from big corporations that try to put small businesses out of business.

Press Release

Chico, California, December 3, 2019 - Venmo is launching a brand new national ad campaign to give users a new way of looking at using Venmo in their everyday lives. This new campaign will try to break away from the previous ad campaigns giving it a fresh new look in this technological age.

Venmo's nationally releasing advertising campaign titled "Shop Small, Change Lives." will be directed by Andrew Ostrom. This campaign's main focus will be to highlight the use of Venmo in everyday transactions, while also promoting the use of Venmo in small businesses.

To accomplish this goal each commercial will feature a millennial type actor that has gone into a typical cash-only business with only their phone and credit cards. Having already used the services provided by the business they then realize that it is cash only. This makes them worry that they will not be able to pay for the services that they just

received until the owner calms them by stating they accept Venmo as a form of payment.

The target audience is both men and women in their twenties and thirties. Research has shown that this age range is using the app the most frequently. Hopefully, this campaign can start to change the way that these users interact with Venmo. In turn, this will also affect the other age ranges as well even with the use of younger actors.

“This may just be the best and most profitable ad campaign that Venmo has produced in the companies short, but vibrant history,” states Venmo’s Chief Marketing Officer Jon Doe. He continues by saying, “This campaign can instill in the people a new way to shop that they have never done before. They no longer need to worry about cash or going to ATMs and dealing with those outrageous fees.”

To spread the full effect of the campaign Venmo will release three different thirty-second television spots that will display these themes through three different small businesses:

The first commercial will feature Julie’s Bakery. It is small in size, but this does not take away from the quality of the pastries. Julie is a very lively person because she can do what she loves.

The second ad will showcase the Corner Barber Shop. Here the audience meets the small business owner James, that also takes tremendous pride in his work, shown through the precision detail of his haircuts.

Finally, the third commercial will show the users of Sally's Nail Salon. Sally is the only worker in the salon due to the business being so small, and because of this, she takes all of her customers very seriously. Giving them the best treatment they have ever received.

This new ad campaign was made possible by Andrew Ostrom from the external advertising agency Ostrom Inc. This too is a small company that is just starting to grow. The company began only a couple of weeks ago, has already gained the attention of Venmo with this campaign.

Jon Doe, the Chief Marketing Officer of Venmo comments "We were surprised at the level of the agency's ability. It is not every day that such a small new company can get such a big client so quickly. This will also further our goal to promote small businesses by hiring one to produce this new series."

About Venmo

It is a payment service that is owned and run by Paypal. Since the beginning, the companies transactions have been steadily increasing every quarter and show no sign of slowing down.

The app was released in 2009 by the creators Andrew Kortina and Iqram Magdon-Ismail. The two met as roommates freshman year at the University of Pennsylvania and thought of the app as a way to help a friend's local business.

The app allows the user to transfer funds from their bank account to their profile and then to other users' profile, where they can choose to put the money in their bank account or keep it i Venmo. Since its release Venmo has grown to become an app used worldwide. Through its software, it ensures that all information is completely safe. At the same time, to ensure that one's information is always kept safe it has multiple software engineers hard at work to fight against any outside threats. Venmo can be found on the NASDAQ under (PYPL) since this is it parent company.

Title: "Shop Small. Changes Lives. Venmo #1"

VIDEO

1. EXT. DOWNTOWN STREET
OUTSIDE BAKERY - DAY

LS - WE ARE OUTSIDE JULIE'S BAKERY. A SMALL STORE MADE OF BRICK WITH WIDE GLASS WINDOWS, AND A GLASS DOOR. WE SEE MARK (EARLY 30s) DRESSED IN CASUAL CLOTHES WALKING TOWARDS THE BAKERY DOOR AND PULLS IT OPEN.

2. EXT. CONTINUOUS - DAY

CU - ON THE GLASS DOOR LOGO, AS MARK PULLS THE DOOR OPEN.

3. INT. JULIE'S BAKERY -
MOMENTS LATER

POV - OF MARK'S VIEW OF THE PERFECTLY AND UNIFORMLY MADE BAKED GOODS THROUGH THE GLASS.

AUDIO

SFX: traffic and ambient street sounds

SFX: bell ring

MARK: "What to get? What to get? They all look so good."

4. INT. CONTINUOUS MCU - WE NOW SEE THE SAME SCENE FROM THE OTHER SIDE OF THE GLASS TO GET A LOOK AT HOW INTENTLY THE MAN STARES AT THE DELICIOUS TREATS.	
5. INT. JULIE'S BAKERY - MOMENTS LATER OS - MARK WHO HAS BEEN BENDING OVER TO PICK HIS PASTRY NOW STANDS UP. WE DOLLY OUT TO REVEAL JULIE, (EARLY 30s) ENERGETIC WOMAN WITH A SMILE ON HER FACE, STANDING BEHIND THE COUNTER.	SFX: throat clearing
6. INT. CONTINUOUS MCU - ON JULIE AS SHE LEANS ON THE EDGE OF THE DISPLAY.	JULIE: "What can I get you?"
7. INT. CONTINUOUS MS - ON MARK. HE HAS A PUZZLED LOOK AND SCRATCHES HIS HEAD.	MARK: "I have no idea, they all look delicious."
8. INT. CONTINUOUS MS - JULIE BENDS DOWN AND GRABS HER FAVORITE AND MOST FAMOUS DESSERT, AND THEN HANDS IT TO MARK.	JULIE: "How about chef's choice?"
9. INT. CONTINUOUS CU - WE SEE THE PERFECTLY MADE DESSERT WRAPPED IN A BIT	

OF PARCHMENT PAPER IN JULIE'S HAND.	
10. INT. CONTINUOUS MS - ON MARK AS HE JOYFULLY REACHES FOR THE PASTRY.	MARK: "It's perfect."
11. INT. JULIE'S BAKERY - MOMENTS LATER MS - MARK ALREADY STARTS TO EAT THE PASTRY. HE REACHES IN HIS BACK POCKET AND PULLS OUT HIS CREDIT CARD. HE THEN REACHES OVER THE COUNTER TO HAND IT TO JULIE.	
12. INT. CONTINUOUS MCU - ON JULIE AS SHE POINTS TO THE SIGN RIGHT NEXT TO HER.	JULIE: "I can accept that."
13. INT. CONTINUOUS CU - WHITE SIGN WITH READ LETTERS THAT READS <u>CASH ONLY</u> .	
14. INT. CONTINUOUS. CU - MARK'S FACE ALREADY COVERED WITH CRUMBS HAS A SHOCKED EXPRESSION.	
15. INT. CONTINUOUS MS - MARK QUICKLY REACHES INTO HIS IN AND PULLS OUT HIS WALLET.	

16. INT. CONTINUOUS CU - MARK OPENS HIS WALLET TO REVEAL THAT IT HAS NO CASH.	
17. INT. CONTINUOUS MS - MARK TAKES THE PASTRY OUT OF HIS MOUTH, TAKES A BIG GULP AND SAYS	SFX: gulp MARK: "I'm so sorry I don't have any cash. Is there any other way I can pay you?"
18. INT. CONTINUOUS MCU - JULIE THEN REACHES INTO HER APRON AND PULLS OUT HER PHONE.	JULIE: "Do you have Venmo?"
19. INT. JULIE'S BAKERY - MOMENTS LATER CU - ON MARKS PHONE AS HE CLICKS ON HIS VENMO APP AND TYPES JULIE'S BAKERY INTO THE SEARCH BAR. HE THEN PAYS HER THE AMOUNT THAT IS OWED.	MARK: "Of course."
20. INT. JULIE'S BAKERY - MOMENTS LATER MCU - ON JULIE AS SHE GETS A NOTIFICATION TO HER PHONE. MARK HAS PAID THE FULL PRICE PLUS TIP.	JULIE: "Thank you so much."
21. INT. JULIE'S BAKERY - MOMENTS LS - MARK SAYS	MARK: "No, thank you."

HE LEAVES THE SHOP HAPPY AS WE FADE TO:	
22. BRIGHT BLUE BACKGROUND VENMO LOGO WHITE TEXT: <u>SHOP SMALL. CHANGE</u> <u>LIVES. VENMO.</u>	

Title: "Shop Small. Changes Lives. Venmo. #2"	
VIDEO	AUDIO
1. EXT. STREET CORNER - DAY MS - WE SEE THE STANDARD BARBER POLE NEXT TO A SIGN THAT CORNER BARBER.	SFX: traffic and ambient street sounds
2. INT. CORNER BARBER - MOMENTS LATER CU - ON THE FLOOR OF THE BARBERSHOP WE SEE HAIR ALREADY CUT ON THE GROUND.	SFX: scissors cutting hair
3. INT. CORNER BABER - MOMENTS LATER CU - ON THE SHELF WHERE THE CLIPPERS ARE NEATLY PLACED AND THE COMBS ARE SITTING IN BARBICIDE.	SFX: clippers buzz

4. INT. CORNER BARBER - MOMENTS LATER MCU - WE ARE LOOKING AT THE BACK OF THE JAMES (THE BARBER) IN THE MIRROR WHILE HE FINISHES THE FINAL TOUCHES OF DAVID'S HAIRCUT. HE IS A MIDDLE AGED MAN IN THE STANDARD WHITE SHIRT WORN BY BARBERS.	SFX: hair dryer
5. INT. CONTINUOUS MS - THE BARBER SPINS DAVID (late 20's), AROUND SO HE CAN FINALLY SEE THE PERFECTLY SCULPTED HAIRCUT.	JAMES: "And we are done. What do you think?"
6. INT. CONTINUOUS CU - ON THE GOWN AS THE BARBER QUICKLY TAKES THE IT OFF DAVID, AS IF HE WERE A MAGICIAN TAKING A TABLECLOTH OFF WITHOUT KNOCKING OFF ANY GLASSWARE. REVEALING DAVID WEARING A FLANNEL SHIRT AND JEANS.	SFX: Woosh
7. INT. CONTINUOUS MCU - DAVID ADMIRES THE PRECISION OF THE HAIRCUT IN THE MIRROR.	DAVID: "I love it."
8. INT. CORNER BARBER - MOMENTS LATER	

MS - THE BARBER SPINS DAVID AROUND AND ALLOWS HIM TO GET OUT OF THE SEAT.	JAMES: "Alright now all that's left is to settle the tab."
9. INT. CONTINUOUS LS - DAVID REACHES INTO HIS POCKET AND PULLS OUT HIS CREDIT CARD.	DAVID: "Do you accept VISA?"
10. INT. CONTINUOUS CU - ON HIS HAND WITH CARD IN HAND AS HE TRIES TO GIVE IT TO THE BARBER.	
11. INT. CONTINUOUS MS - WE SEE THE THE BARBER SHAKE HIS HAND.	BARBER: "Sorry I can't take card. Cash only."
12. INT. CONTINUOUS MCU - ON DAVID AS HE LOOKS DOWN AT HIS WALLET.	
13. INT. CONTINUOUS CU - ON THE BIFOLD WALLET SHOWING THAT IT HAS NO CASH.	
14. INT. CORNER BARBER - SECONDS LATER MCU - ON DAVID SCRATCHING HIS HEAD AND THEN GETTING LIGHT BULB GOING OFF EXPRESSION ON HIS FACE.	DAVID: "Hey by any chance do you take Venmo?"

15. INT. CORNER BARBER - CONTINUOUS LS - ON THE TWO MEN AS THE BARBER BEGINS TO PULL OUT HIS PHONE.	BARBER: "As a matter of fact I do."
16. INT. CORNER BARBER - MOMENTS LATER CU - ON DAVID'S PHONE AS HE TYPES THE NAME INTO THE SEARCH BAR AND PUTS THE AMOUNT OWED IN.	DAVID: "Did you get it?"
17. INT. CORNER BARBER - SECONDS LATER MS - ON THE BARBER AS HE RECEIVES A NOTIFICATION THAT APPEARS ON THE SCREEN. IT READS "DAVID S. HAS PAID YOU \$35 FOR HAIRCUT."	JAMES: "Looks good."
18. INT. CONTINUOUS LS - AS DAVID NOW LEAVES AND THE BARBER PUTS HIS PHONE AWAY AND BEGINS TO START SWEEPING UP THE HAIR. FADE TO:	DAVID: "Thank you so much. Have a great day."
19. BRIGHT BLUE BACKGROUND VENMO LOGO	

WHITE TEXT: <u>SHOP SMALL. CHANGE LIVES. VENMO.</u>	
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Title: "Shop Small. Changes Lives. Venmo. #3"	
VIDEO	AUDIO
1. EXT. SALLY'S NAIL SALON - DAY LS - JULIET (29) SHE IS DRESSED IN TYPICAL CASUAL CLOTHES. PARKS HER CAR AT A METER IN FRONT OF SALLY'S NAIL SALON. THE STOREFRONT IS EXTREMELY SMALL AND SMOOSHED IN THE MIDDLE OF TWO OTHER STORES, A LOCAL BUTCHER AND COFFEE SHOP.	SFX: traffic and ambient street sounds
2. EXT. SALLY'S NAIL SALON - MOMENTS LATER MS - WE NOW SEE HER FEED THE METER WITH QUARTER. WE THEN TRUCK LEFT TO SEE JULIET OPEN THE DOOR FOR A WOMAN(35), LEAVING THE NAIL SALON AND THEN WALK IN.	SFX: coins going into meter JULIET: " Hey let me get that for you."

3. INT. SALLY'S NAIL SALON - MOMENTS LATER MCU - WE SEE SALLY (YOUNG WOMAN LATE 20's) SHE IS A SHORTER WOMAN WHO SEEMS VERY BRIGHT AND ENERGETIC TO BE DOING WHAT SHE LOVES. SHE STANDS BEHIND THE REGISTER. BEHIND HER IS A WALL OF NAIL POLISHES LINED UP NEATLY BY COLOR.	
4. OS - WE ARE BEHIND SALLY NOW AND SEE JULIET VERY HAPPY AS IF SHE IS GREETING A FRIEND. BEHIND HER IS THE SINGLE CHAIR FOR SOAKING FEET AND A TABLE JUST IN FRONT OF IT FOR PAINTING ONE'S FINGERNAILS.	JULIET: "Hey Sally are how are you doing today?" Sally: "Pretty good. Are you ready to get started?"
5. INT. SALLY'S NAIL SALON - MOMENTS LATER MS - WE NOW SEE JULIET IN THE CHAIR WITH SALLY HARD AT WORK TRIMMING AND PAINTING HER FEET WHILE JULIET READS A MAGAZINE.	
6. LS - WE NOW SEE SALLY FINISH UP ON HER TOE NAILS. JULIET MOVES OUT OF THE CHAIR WALKING ON HER HEELS OVER TO THE TABLE TO GET HER FINGERNAILS DONE.	SFX: footsteps
7. INT. SALLY'S NAIL SALON - MOMENTS LATER.	

MCU - SIDE VIEW OF THE TABLE. SALLY HARD AT WORK PAINTING JULIET'S FINGERNAILS.	SALLY: "How's work going?"
8. CU - ON JULIET'S PERFECTLY TRIMMED NAILS WITH BRIGHT PINK NAIL POLISH ON THEM. SALLY IS ON HER LAST STROKE WITH THE CLEAR COAT.	JULIET: "Ehh. Same old same old."
9. MCU - SIDE VIEW OF THE TABLE AGAIN AS JULIET PULL HER HAND UP TO HER FACE AND BEGINS TO SHAKE HER HAND AND BLOW TO DRY HER NAILS.	SFX: blowing sound
10. INT. SALLY'S NAIL SALON - MOMENTS LATER MS - WE SEE THE TWO NOW GET UP AND WALK TOWARDS THE COUNTER AND TRUCK LEFT.	
11. OS - WE ARE BEHIND JULIET LOOKING AT SALLY. SHE PUTS THE COST INTO THE REGISTER. SHE LOOKS UP AT JULIET.	SALLY: "So a mani and a petti comes out to forty-five dollars."
12. MCU - JULIET REACHES INTO HER PURSE AND GRABS HER CARD AND EXTENDS IT TO SALLY.	
13. MCU - ON SALLY WITH A SAD LOOK ON HER FACE, THAT SHE CANNOT TAKE THE CARD BECAUSE HER BUSINESS IS SO SMALL.	SALLY: " Sorry, I can't accept credit cards."
14. MCU - JULIET PUTS HER CARD BACK IN TO HER PURSE AND GRABS HER WALLET.	

15. CU - JULIET OPENS THE WALLET TO REVEAL THAT IT IS VOID OF CASH.	SFX: gulp
16. MCU - JULIET WITH A SHOCKED LOOK ON HER FACE THAT SHE MAY NOT BE ABLE TO PAY FOR THIS SERVICE.	JULIET: "Is there any chance that I can pay for it any other way?"
17. MCU - SALLY THINKS FOR A SECOND AND THEN HAS A LIGHT BULB GO OFF.	SALLY: "Do you have a Venmo? I can just send you a pay request." JULIET: "As a matter of fact I do."
18. INT. SALLY'S NAIL SALON - MOMENTS LATER CU - ON JULIET'S PHONE. WE SEE HER CLICK ON THE LINK AND THEN PAY FOR HER NAILS IN SECONDS.	
19. INT. SALLY'S NAIL SALON - MOMENTS LATER MS - JULIET LEAVES THE SALON AND THANKS SALLY FOR THE GREAT SERVICE. FADE TO:	JULIET: "Thank you so much. Have a great day!"
20. BRIGHT BLUE BACKGROUND VENMO LOGO WHITE TEXT: <u>SHOP SMALL. CHANGE LIVES. VENMO.</u>	