



PRODUCT -VIDEO SCRIPT

(PHYGITAL)

TONE : Semi-formal / Engaging

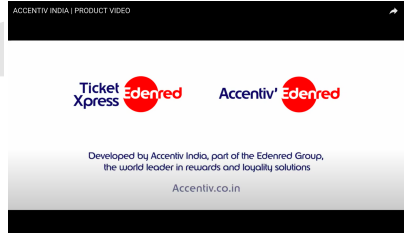
DURATION : 30sec

SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
1	<p>Rewards are going digital.</p> <p>But nothing beats physical merchandise when it comes to customer delight</p>	<p>“Rewards are going DIGITAL”</p> <ul style="list-style-type: none"> • A physical voucher gets inserted into a mobile screen. 	<ul style="list-style-type: none"> • Physical voucher(headphones / (product) • Emoji icon pops up(customer delight)
2	<p>Experience the joy of unboxing with the ease of redeeming digitally</p> <p>Launching Product Vouchers by Ticket Xpress</p>	<p>“Launching Product Vouchers”</p> <ul style="list-style-type: none"> • “Gift physical merchandise • With digital vouchers” <p><u>Phone converts to a box : Mobile from previous frame flips horizontal and vertically elongates into a carton</u></p> <ul style="list-style-type: none"> • Category icons pop out of the carton 	<p>maybe / potentially the unboxing can reveal logos of partner brands - relevant to voice over of next frame too</p>



SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
3	<p>Developed in partnership with a wide assortment of brands</p> <p>Stakeholders can choose from curated hyper-local labels, favorites or discover new brands</p>	<ul style="list-style-type: none"> Icon pops now turn into brand logos Showcase logos of partner brands - fashion and electronics according to Varun (Eg wildcraft, parfums, etc) <p>“Curated labels Hyper-local brands Customer favorites New discoveries”</p>	<p>// refer to comments from previous frame for logos</p> <ul style="list-style-type: none"> Text appears and fades off(as ribbons?)
4	<p>Our Product Vouchers are PHYGITAL; the delight of physical merchandise backed with the convenience of digital.</p> <p>Rewards have never been more exciting or easy to access.</p>	<p>“Digital to Doorstep: Redeemable 24/7”</p> <ul style="list-style-type: none"> Laptop enters, shows redemption flow Showcase app screens for process of redemption process - shared in mp4 video by Varun 	



SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
5	Discover a wide range of solutions by Ticket Xpress	<p>“Choose rewards by Accentiv India:</p> <ul style="list-style-type: none"> Smart choice Voucher Super voucher Promotional voucher Product voucher” <ul style="list-style-type: none"> Product voucher first appears Icons for each type of voucher around it 	// can be single icon screen - changing to the next type of voucher or all displayed as an array
6	Get in touch with us to know more	<p>“Developed by Accentiv India, part of the Edenred Group, the world leader in rewards and loyalty solutions”</p> <ul style="list-style-type: none"> Classic outro slide 	 <p>Refer to end frame in previous videos</p>



PROMOTIONAL - VIDEO SCRIPT

tone : Semi-formal / Engaging

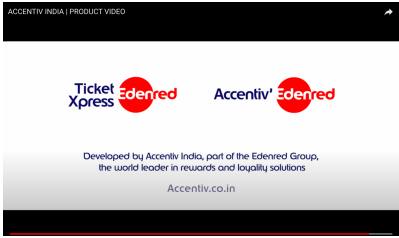
DURATION : 30 secs

SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
1	<p>Looking for an effective tool to attract, engage and delight stakeholders?</p> <p>Irresistible time-bound offers come to the rescue</p>	<ul style="list-style-type: none"> • Clock is ticking on the mobile • Speedometer With 3 sections for “attraction-engagement-delight” similar to a car dashboard 	<ul style="list-style-type: none"> • Emoji icon pops up(customer delight)
2	<p>Ticket Xpress introduces Promotional Vouchers</p> <p>Curate offers based on customer profiles, reactivate dormant users or run clearance sales</p>	<ul style="list-style-type: none"> • One box appears in the center, two more follow beside. • Each box has a different colour and icon animation on top of it. (whatsapp disc) <p>“Curate custom offers</p> <p>Reactivate dormant users</p> <p>Run clearance sales”</p>	



SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
3	Promotional Vouchers are dynamic, short-term and easy to integrate	<ul style="list-style-type: none"> Promotional voucher icon as the header icons for dynamic, time limited, easy to integrate appear aside 	// a single icon on the whole screen - changing to the next type of icon in fast movement
4	<p>A one-stop solution for amplifying engagement.</p> <p>Use fixed discounts, variable percentages, product specific discounts or service offers..... for a wide assortment of brands.</p>	<ul style="list-style-type: none"> Pre-designed voucher : Text and industry icon names change percentage off : extra 10% off on min buy of Rs. 1000 Fixed value: Rs. 500 off on min shopping of Rs. 3000 Service offer: free Shipping on purchase above Rs.700 Flat offer / Non ticket offer: flat 10% off on gold and silver jewellery Free Gift Offer: shop for min. Rs. 4000 and get vacuum bottle worth Rs. 4000 BoGo / B1G1 offer: buy any premium customised 	Mandated by Varun (visual display of offers and brand logos mandated by Varun in his feedback)

SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
		<p>mug and get 2nd one free</p> <ul style="list-style-type: none"> • Icons now turn into brand logos with voucher(fashion, Electronics, F&B, Jewellery, Personalised gifts) 	
5	Explore a wide selection of reward solutions by Ticket Xpress	<p>“Choose rewards by Accentiv India:</p> <p>Smart choice Voucher</p> <p>Super voucher</p> <p>Promotional voucher</p> <p>Product voucher”</p> <ul style="list-style-type: none"> • Product voucher first <p>appears</p> <ul style="list-style-type: none"> • Icons for each type of voucher around it 	

SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
6	Get in touch with us to know more	<p>“Developed by Accentiv India, part of the Edenred Group, the world leader is rewards and loyalty solutions”</p> <ul style="list-style-type: none"> • Classic outro slide 	 <p>Refer to end frame in previous videos</p>





NOTES:

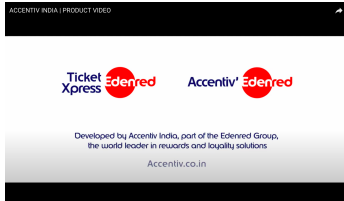
	PRODUCT VOUCHER	PROMOTIONAL VOUCHER
PROBLEM STATEMENT	Rewards are going digital But nothing matches physical merchandise, when it comes to customer delight	Time bound vouchers are nice : Isn't it nice to offer something extra for your clients ?
INTRO	Introducing Product Vouchers by Accentiv	Introducing Promotional Vouchers by Accentiv
FEATURES	With Product Vouchers <ul style="list-style-type: none"> ● Delight consumers with favourite local/hyper local rewards ● 	With Promotional Vouchers : <ul style="list-style-type: none"> ● Re-activate users ● Run special offers for holidays ● Clearance Sales
	Delight your stakeholder with more choice from Accentiv Product Vouchers	Delight your stakeholders with timely offers with Accentiv Promotional Vouchers
	All advantages of a physical voucher now on digital.	All of this, while taking advantage of digital
SUMMARY	Four different vouchers from Accentiv.	Four different vouchers from Accentiv.
OUTRO	Get in touch with us to know more	Get in touch with us to know more

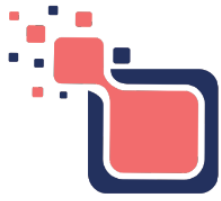


OPTION 2

SC NO	AUDIO / VOICE OVER	VISUAL	COMMENTS
1	<p>Your order is shipped – there’s no denying the excitement of receiving this message.</p> <p>Now imagine the success of a rewards program that leverages this emotion.</p>	<p>Real life scenario</p> <p>Digital solution</p> <p>(changes from point 1 to 2 under phone screen)</p>	<p>show person using phone</p> <p><in frame – show close up of phone screen with the relevant meme of ‘your order is shipped and a person glued to window></p> <p><change phone screen meme to show product voucher design / UI by Ticket Xpress></p>
2	<p>Ticket Xpress has gone PHYGITAL.</p> <p>Our newly launched Product Vouchers are a one-stop solution to delivering maximum customer delight</p> <p>All the advantages of gifting real merchandise, at the convenience of a digital voucher;</p>	<p>Go Phygital with Ticket Xpress!</p> <p>Introducing Product Vouchers:</p> <p>Reward clients with physical merchandise</p> <p>Use digital vouchers</p>	<p>maybe use a weighing scale to show the two aspects : physical vs digital</p>



<p>3</p>	<p>Now your stakeholders can choose from a wide roster of brand partners</p> <p>& What's more? Vouchers can be redeemed offline and online</p>	<p>Partner brands:</p> <ul style="list-style-type: none"> ● Curated labels ● Hyper-local brands ● Customer favourites ● New discoveries <p>Multi-modal redemption:</p> <p>Offline or online</p>	<p>Showcase names of partner brands</p> <p>+ Also showcase the process of redemption as shared by Varun in a mp4 file</p>
<p>4</p>	<p>Choose this evergreen rewards system or discover other vouchers by Ticket Xpress from Accentiv India:</p>	<p>Summing up:</p> <ul style="list-style-type: none"> ● Physical products, digital voucher ● Wide assortment of partner brands ● Always active <p>Choose rewards by Accentiv India:</p> <p>Smart choice, Super voucher, Promotion voucher, Product voucher</p>	<p>Icons for types</p>
<p>5</p>	<p>Get in touch with us to know more</p>	<p>Developed by Accentiv India, part of the Edenred Group, the world leader in rewards and loyalty solutions</p>	



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