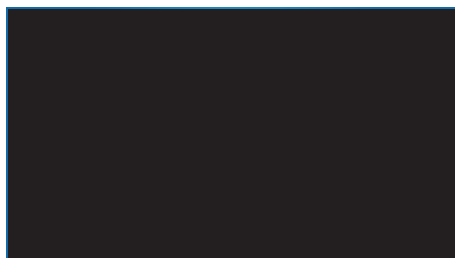
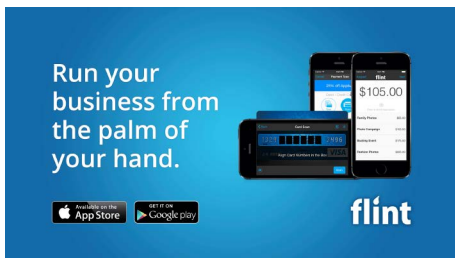
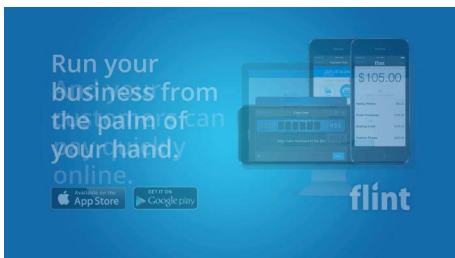
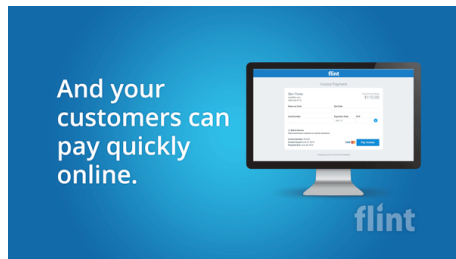
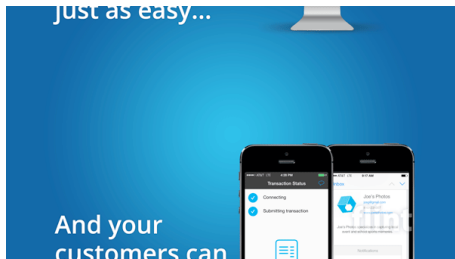
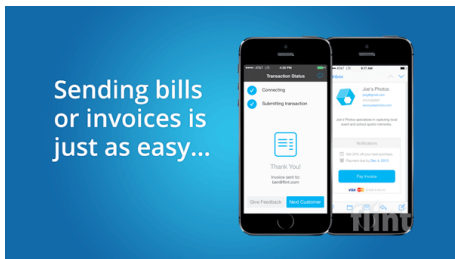
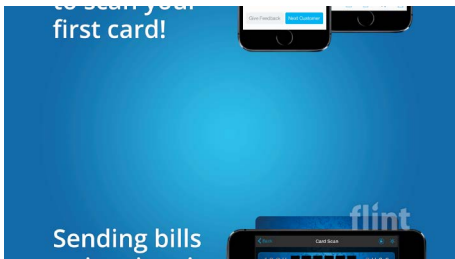
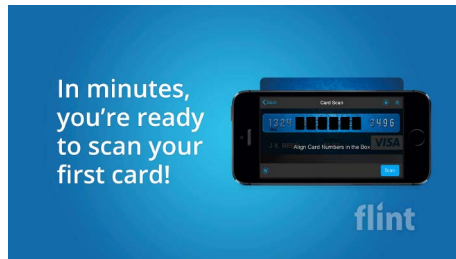
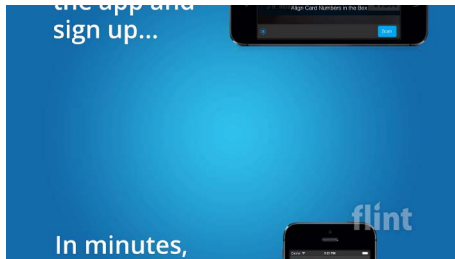
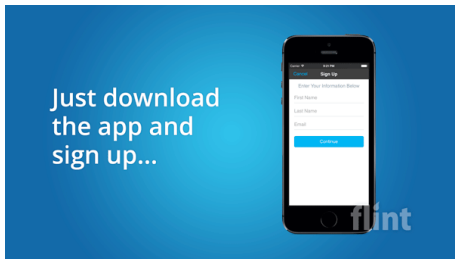
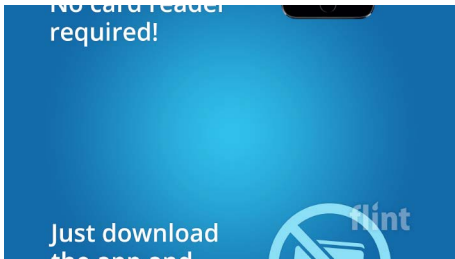
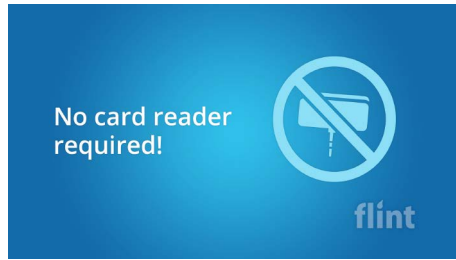
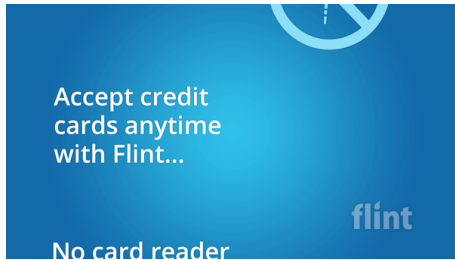
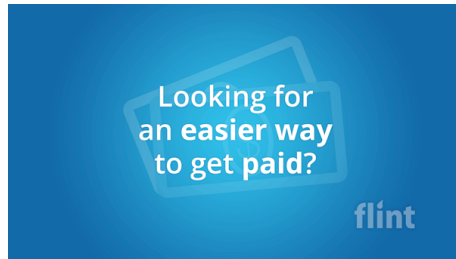
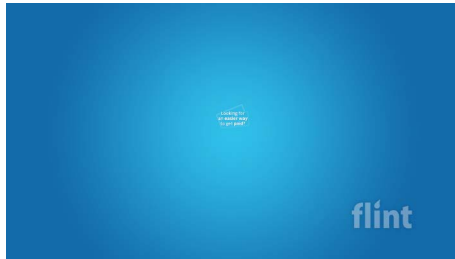


The logo for 'flint' is rendered in a bold, blue, lowercase sans-serif font. A small blue teardrop shape is positioned above the letter 'i'.

15 Second Ad Storyboards V01





Fade up from black to plain background.

Note: Rings on background are caused by image compression - gradient will be smooth in video.



Looking for
an easier way
to get paid?

flint

Logo in bottom right corner fades in as type pops in (very quick transition). Money icon behind type fades in.

3 seconds.

Looking for
an easier way
to get paid?

flint

Money icon and type pop back out, the same way they came in. Logo will remain constant for the duration of the ad.

.25 seconds or less - very quick transition.

Accept credit
cards anytime

flint

Type begins sliding in from the bottom. Quick transition. There will be a motion blur on the type.

Note: I've left it out of the storyboards, but from here on out any of these slide up/slide down animations will move quickly and have a motion blur on them, then will ease into place and bounce a little. For an example of what this animation will look like, open the timer in an iPhone's clock app and quickly spin one of the time selection wheels.



Accept credit cards anytime with Flint...

flint

No card reader

“Accept credit cards...” eases into place and holds for a second. “No card reader required.” begins to slide up from bottom as the no card reader icon slides in from the top.

Note: From here on out, type will be on the left and slide in bottom to top (gives viewers an extra bit of time to read) while the accompanying imagery will slide in from top to bottom. When the screen changes, type will slide up and out of the top of the frame while the imagery will slide out from the bottom. The repeating cycle in the animation will make it eye-catching but not distract from the content.

No card reader
required!



flint

"No card reader required!" bumps previous text off of the screen. Hold for 2-3 seconds.

No card reader required!

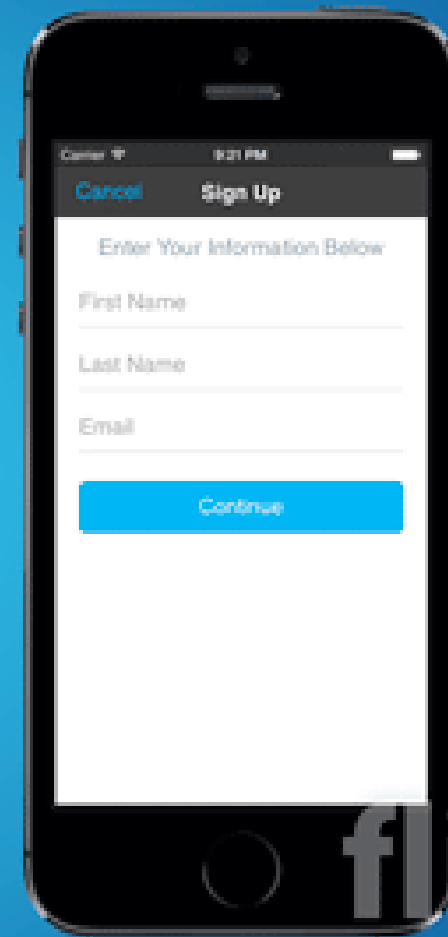


Just download the app and



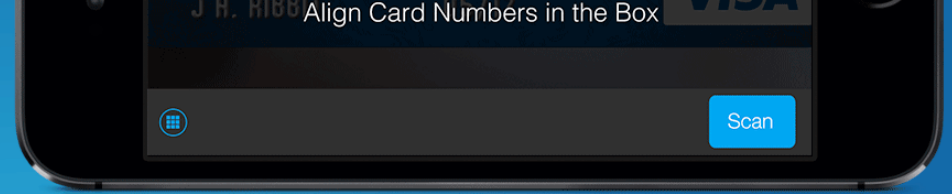
Previous type and image slide off screen as next slide comes onto screen.

Just download
the app and
sign up...

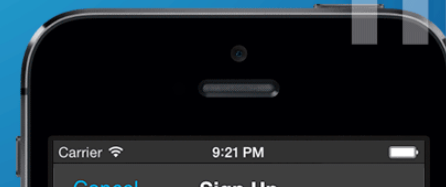


Hold for 1-3 seconds (will test readability and adjust timing accordingly when in the animation phase).

the app and
sign up...



In minutes,



flint

Sliding transition screen, same as the others.

In minutes,
you're ready
to scan your
first card!



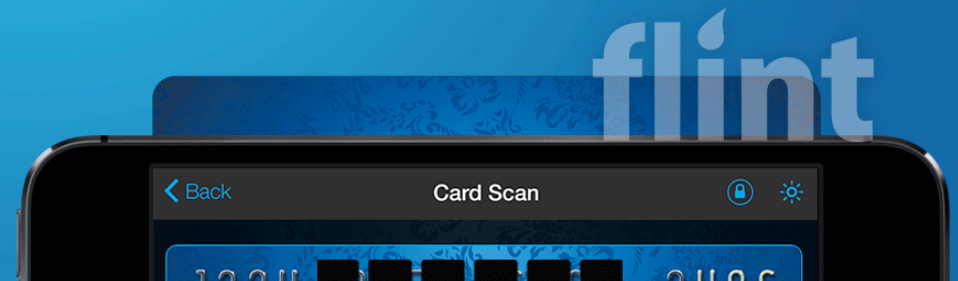
flint

Hold for 1-3 seconds (will test readability and adjust timing accordingly when in the animation phase).

to scan your
first card!

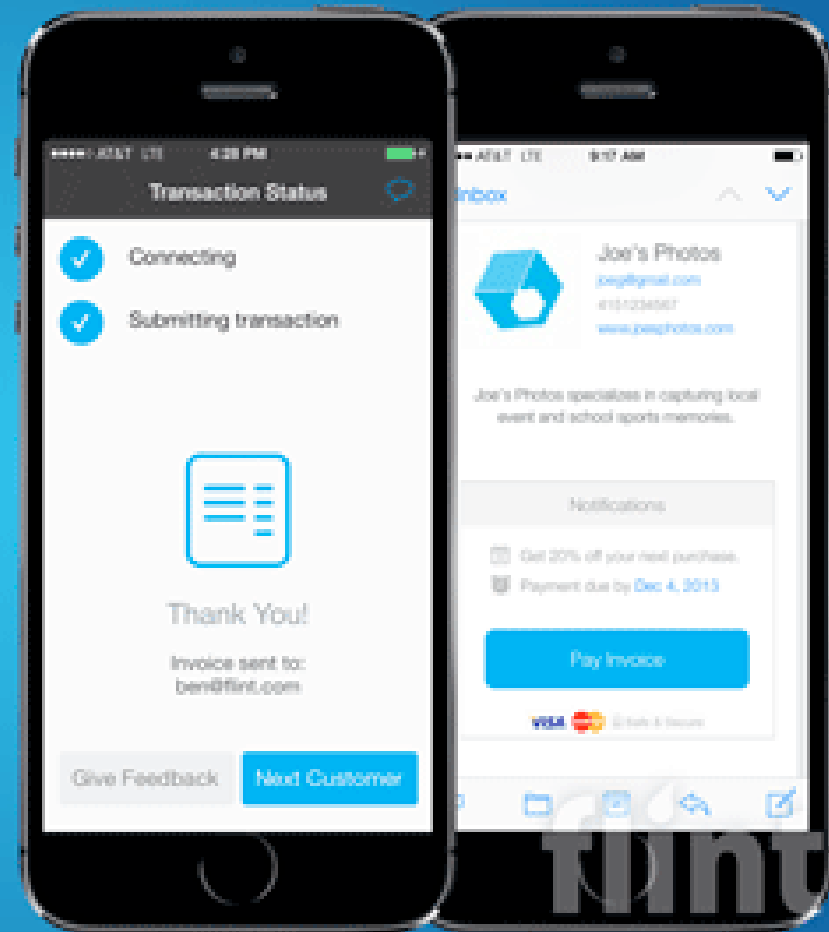


Sending bills



Sliding transition screen, same as the others.

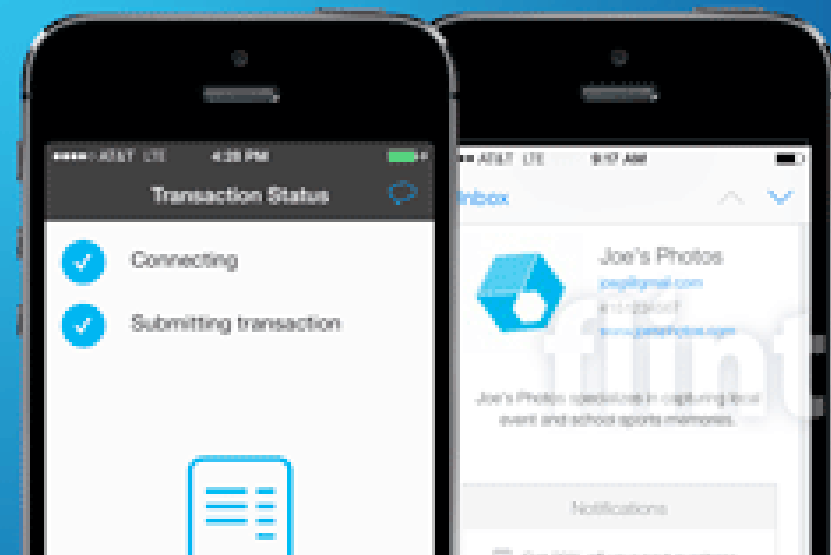
Sending bills or invoices is just as easy...



Hold for 1-3 seconds (will test readability and adjust timing accordingly when in the animation phase).

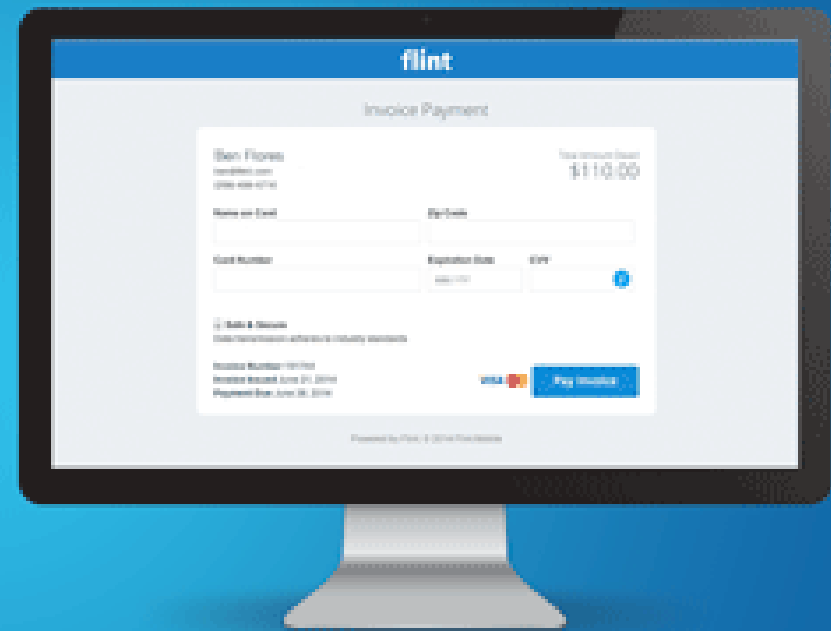
just as easy...

And your
customers can



Sliding transition screen, same as the others.

And your
customers can
pay quickly
online.



flint

Hold for 1-3 seconds (will test readability and adjust timing accordingly when in the animation phase).

Run your
business from
the palm of
your hand.
And your
customers can
pay quickly
online.



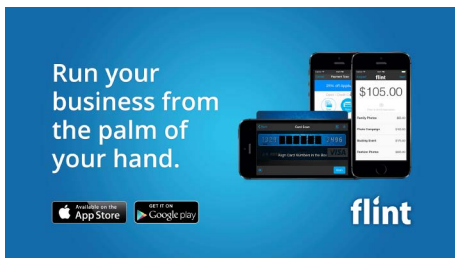
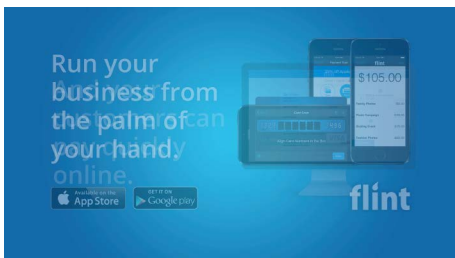
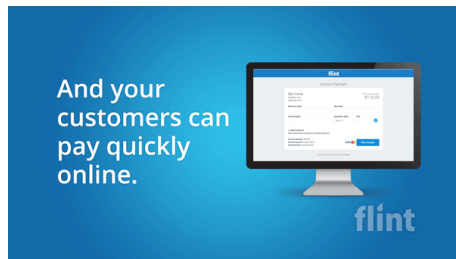
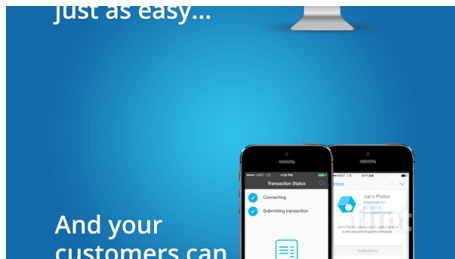
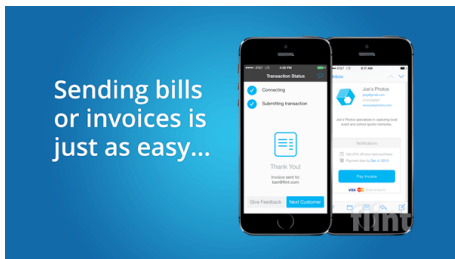
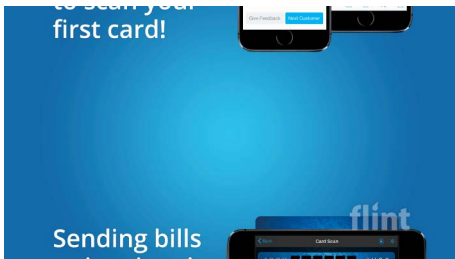
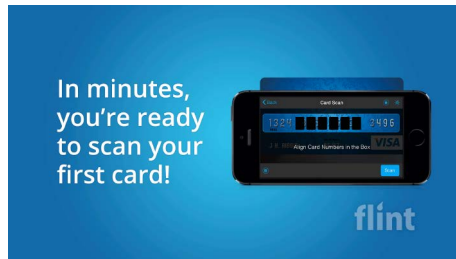
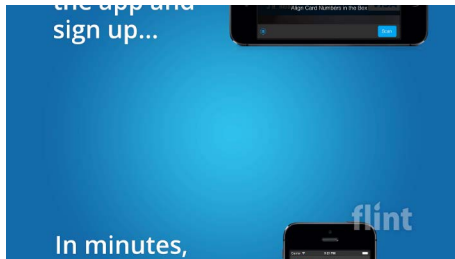
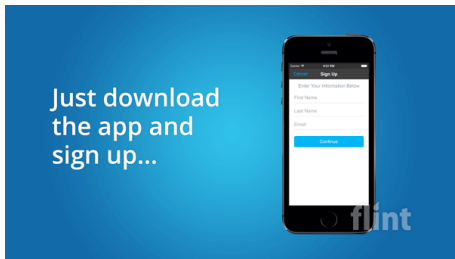
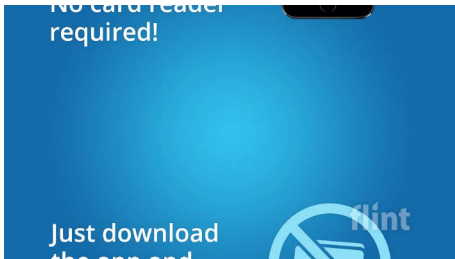
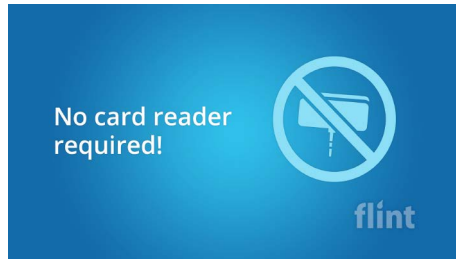
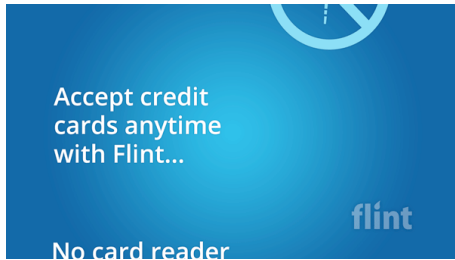
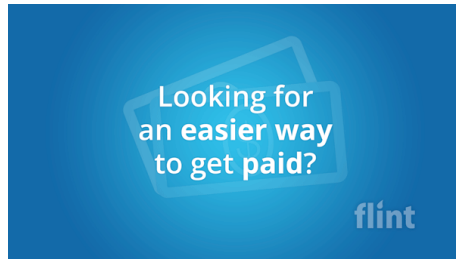
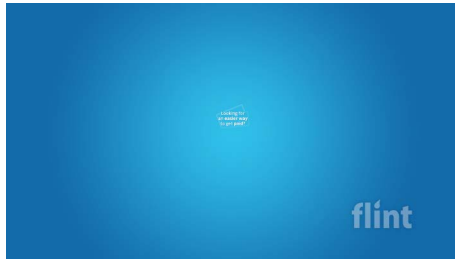
Quick crossfade between previous screen and next screen.

Run your business from the palm of your hand.



flint

Final screen - hold for remaining time, then fade to black.



Notes & Questions

- The weird ring effect on the background of some of the images is caused by image compression and resizing - that won't be visible in the final animation.
- I mentioned it in the boards, but the final animation will have a motion blur on the type and images as they move and while the transitional animations will be quick, the content will slow down and ease into place - I can put together a quick animation test or find a sample online to send over if you'd like. Let me know!
- We could use a voiceover on this, but I think showing the type on screen is effective enough - especially considering this is intended for mobile viewing (most folks will likely have sound off). If you'd like, we could test two versions - one with just music in the background and one with music + voiceover. I can record a temp VO track to animate to. Won't add much production time to create both.
- Is 15 seconds a hard limit, or do we have a range in case it needs to go over a second or two to be completely readable?
- I checked in with Ben to see if the phone and computer images I've been using were up to date, and he let me know that he's working on transitioning all marketing to illustrated versions of phones and tablets. In the following pages, you'll find the same main storyboard frames with the updated images (minus the transitional frames between content slides). I think either one could work well in this video. It would also be fairly simple to replace the assets in the video once I've finished animating it, so creating both versions would not increase production time by much.



15 Second Ad Storyboards V01B - alternate look & feel

Looking for
an easier way
to get paid?

flint

Accept credit
cards anytime
with Flint...

flint

No card reader

No card reader
required!



flint

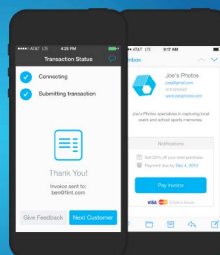
Just download
the app and
sign up...



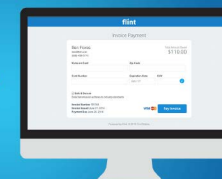
In minutes,
you're ready
to scan your
first card!



Sending bills
or invoices is
just as easy...



And your
customers can
pay quickly
online.



Run your
business from
the palm of
your hand.



Available on the
App Store

GET IT ON
Google play

flint





Looking for
an easier way
to get paid?

flint



Accept credit
cards anytime
with Flint...

flint

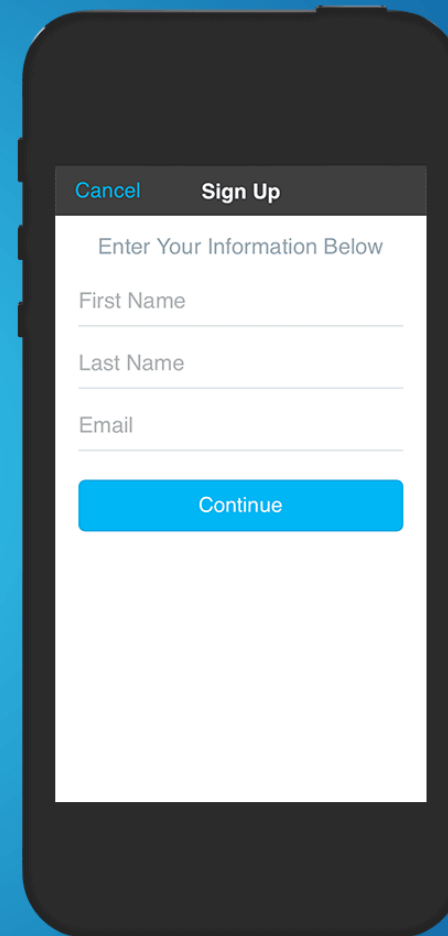
No card reader

No card reader
required!



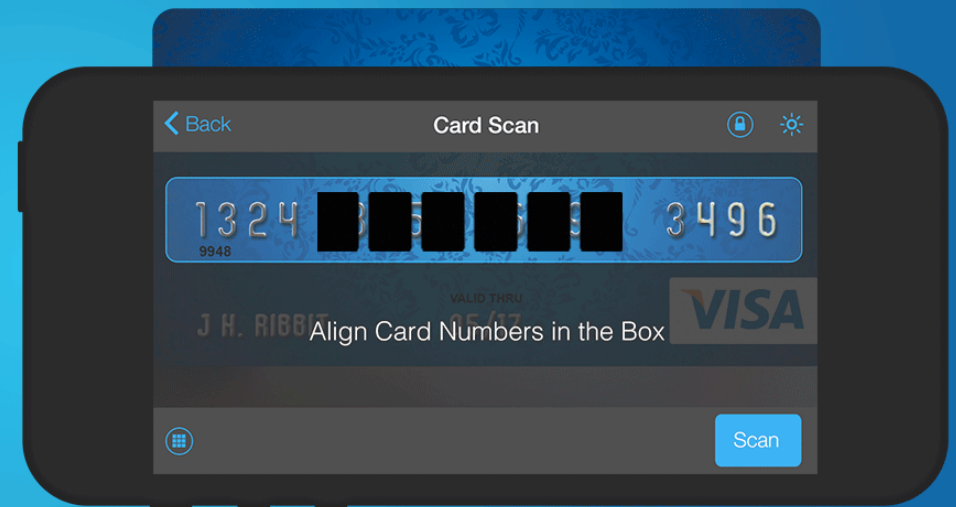
flint

Just download
the app and
sign up...

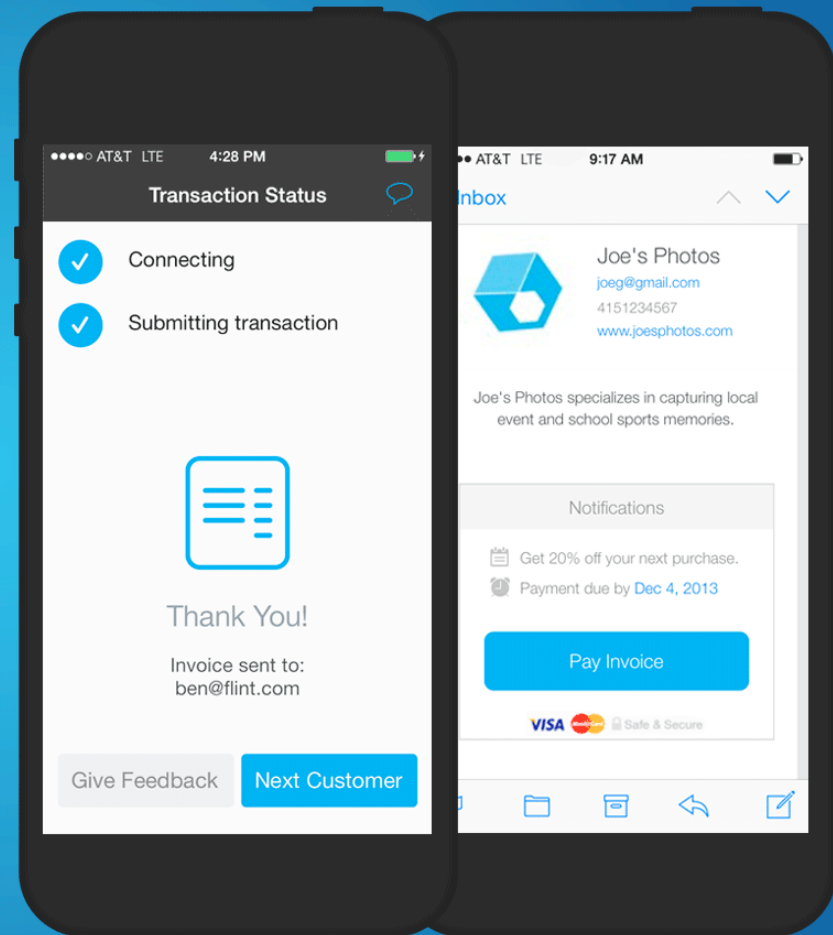


A black smartphone is shown against a blue background. The screen displays a 'Sign Up' form. At the top of the form is a dark header bar with 'Cancel' in blue text on the left and 'Sign Up' in white text on the right. Below the header, the text 'Enter Your Information Below' is centered. There are three input fields: 'First Name', 'Last Name', and 'Email', each with a light gray border and a small blue icon on the right. Below the input fields is a blue button with the word 'Continue' in white text.

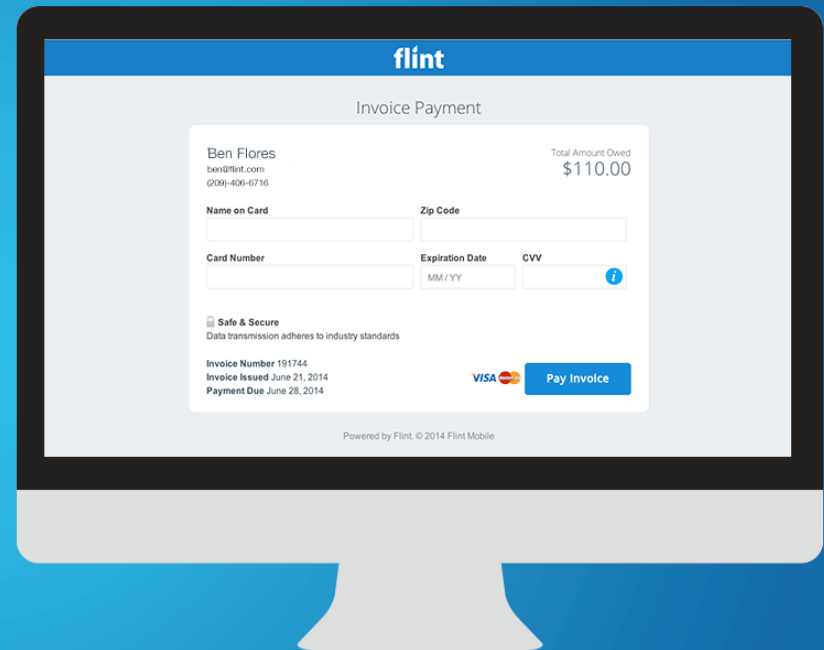
In minutes,
you're ready
to scan your
first card!



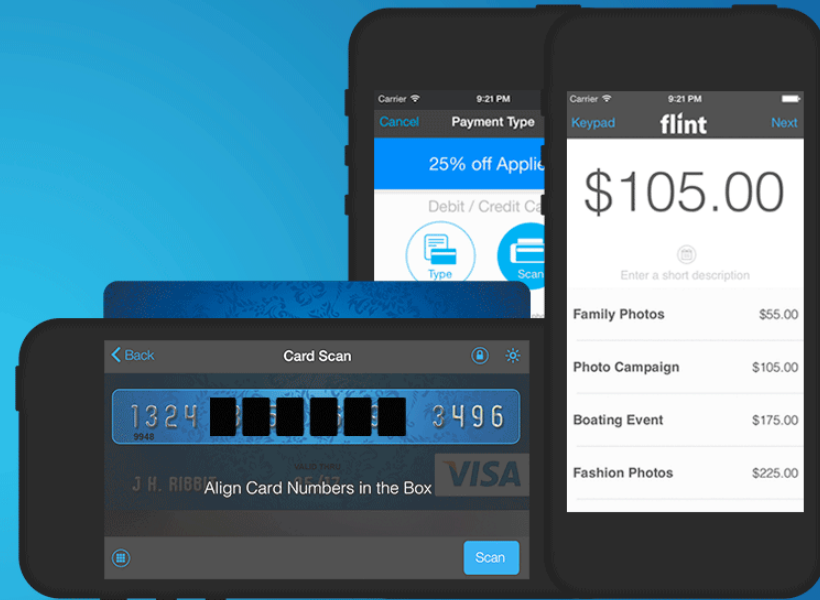
Sending bills or invoices is just as easy...



And your
customers can
pay quickly
online.



Run your business from the palm of your hand.



flint



15 Second Ad Storyboards