

VIDEO SCRIPT

**TITLE: Xtra Fielder Marketing Video:
“The Net Factor!”**

PREPARED FOR: Mark Gibson

PREPARED BY: Pender Productions

DRAFT: Final

The program begins in black. We HEAR the first few notes of an upbeat, contemporary sports theme.

FADE IN:

1 EXT. GRASSY PLAY AREA – DAY

It's the beginning of a backyard plastic bat and ball baseball game. Two team captains are deciding who bats first, the way kids have done it for years: They hold a bat vertically, upside down, and alternate wrapping their hands around the bat, one on top of the other, until one of their hands covers the top of the bat.

WINNING CAPTAIN

Okay, we're up first!

We pull back and rise to reveal a wide shot of a grassy playing area as kids run past and take their positions in the field and at the plate. They're excited and ready to play!

NARRATOR (V.O.)

Back yard baseball: It's an American favorite.

2 EXT. GRASSY PLAY AREA – DAY

Scenes of the game: Tilt up as the batter knocks the bat against his/her sneakers and takes a practice swing.

NARRATOR (V.O.)

All you need is a plastic bat -

3 EXT. GRASSY PLAY AREA - DAY

The pitcher fingers a Wiffle ball.

NARRATOR (V.O.)

A Wiffle ball -

4 EXT. GRASSY PLAY AREA - DAY

Some young kids on the sidelines cheer for their team.

NARRATOR (V.O.)

A few fans -

5 EXT. GRASSY PLAY AREA - DAY

The pitcher gets ready to throw the first pitch.

NARRATOR (V.O.)

And you're ready to play ball!

BOY 1 (V.O.)

Hold on guys! Wait!

Boy 1 runs toward us.

NARRATOR (V.O.)

Or - maybe you're not ready.

Boy 1 stops and holds up a set of Xtra Fielder nets.

BOY 1

You forgot Xtra Fielder!

6 EXT. GRASSY PLAY AREA – DAY

The other kids run to Boy 1, who hands them the nets.

NARRATOR (V.O.)

Introducing Xtra Fielder, an exciting new system of nets that revolutionizes backyard baseball.

7 EXT. GRASSY PLAY AREA – DAY

Xtra Fielders are placed at the bases and home plate.

NARRATOR (V.O.)

Xtra Fielder adds the net factor to backyard baseball and makes the game Xtra Safe, Xtra Instructional and Xtra Fun!

8 EXT. GRASSY PLAY AREA – DAY

The kids are ready to play.

PITCHER

Batter up!

Over the shot we SEE the Xtra Fielder logo and the title: The Net Factor!

The music ends with a flourish.

9 EXT. GRASSY PLAY AREA – DAY

We SEE a product shot showing four Xtra Fielder nets and a Wiffle ball.

We HEAR new music: contemporary, but with a different tempo and feel than the opening music.

At the bottom of the screen is the text: Some assembly required. Assembly instructions, game rules and Wiffle ball included.

NARRATOR (V.O.)

Every Xtra Fielder set includes four nets, assembly instructions, complete game rules and a Wiffle brand ball.

10 EXT. GRASSY PLAY AREA – DAY

Close up – a hand slides netting onto tubing.

NARRATOR (V.O.)

Assembly is easy. You'll have all four nets put together in minutes.

11 TESTIMONIAL – PARENT

PARENT

(Says assembly was fast and easy.)

12 EXT. GRASSY PLAY AREA – DAY

Zoom out to show a net by home plate. A ball flies into the net.

NARRATOR (V.O.)

Then, just stick the nets into the ground. At home plate -

13 EXT. GRASSY PLAY AREA – DAY

A ball lands in a net positioned by first base.

NARRATOR (V.O.)

First base -

14 EXT. GRASSY PLAY AREA – DAY

A net at second base catches a ball.

NARRATOR (V.O.)

Second base -

15 EXT. GRASSY PLAY AREA – DAY

The third base net stops a ball.

NARRATOR (V.O.)

And third base.

16 EXT. GRASSY PLAY AREA – DAY

We're behind the first base net. The batter runs toward first, the pitcher (or another fielder) throws, and the ball goes right into the net!

NARRATOR (V.O.)

With Xtra Fielder, you always have your bases covered.

17 EXT. GRASSY PLAY AREA – DAY

We're behind another batter at home plate. We move to ground level, behind the Xtra Fielder net, as the pitcher lets the ball fly.

NARRATOR (V.O.)

While at home plate, Xtra Fielder is a combination backstop, catcher and strike zone.

The batter takes a strike.

PITCHER

Strike one!

18 EXT. GRASSY PLAY AREA – DAY

Now we're behind the pitcher. The batter digs the ball out of the net and throws the ball back.

NARRATOR (V.O.)

Now, let's see how the net factor takes your next backyard baseball game to a whole new level!

The music ends with a flourish.

19 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

We begin a quick series of vignettes showcasing the benefits of Xtra Fielder. The “before” sequences (playing without Xtra Fielder) are visually different (perhaps black and white or sepia toned) from the “after” sequences (playing with Xtra Fielder).

A fresh piece of music begins, perhaps “Take Me Out to the Ballgame.”

We SEE a batter at the plate. He/she swings, misses, and chases the ball – again and again and again.

NARRATOR (V.O.)

Without Xtra Fielder, batters spend a lot of time chasing missed pitches.

20 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

A batter and pitcher argue.

BATTER

That was a ball!

PITCHER

No way, it was right over the plate!

NARRATOR (V.O.)

And arguing strikes.

21 EXT. GRASSY PLAY AREA – DAY – “AFTER”

Pull back from home plate net, the batter walks in and waits for the pitch.

NARRATOR (V.O.)

With Xtra Fielder covering home plate, these problems are “outa here!”

The batter swings and misses. The ball lands in the net. The batter retrieves the ball and throws it to the pitcher.

NARRATOR (V.O.)

Xtra Fielder is a catcher and backstop all in one. That means batters can save their energy for running bases – instead of chasing missed pitches.

22 EXT. GRASSY PLAY AREA – DAY “AFTER”

We're behind the home plate net. The pitcher winds up and delivers.

NARRATOR (V.O.)

Xtra Fielder also defines the strike zone. If the ball goes into the net -

The batter takes a strike without swinging.

PITCHER

Strike two!

NARRATOR (V.O.)

It's a strike – end of argument.

23 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

A player fields a ball and takes off after the runner. He tries to tag the runner, who leads him on a merry chase.

NARRATOR (V.O.)

Without Xtra Fielder, trying to get a runner out can be an adventure. With a limited number of players, tagging out a runner can be tough.

24 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

A runner passes a fielder. The fielder wheels and throws the ball out of frame towards the runner.

NARRATOR (V.O.)

And trying to hit a runner with the ball is no picnic either.

25 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

A runner and fielder argue.

RUNNER

What do you mean I'm out? The ball never touched me!

FIELDER

It did too!

NARRATOR (V.O.)

It can lead to disagreements -

26 EXT. GRASSY PLAY AREA – DAY – “BEFORE”

The runner and fielder approach their dad. The runner whines and rubs his/her head.

NARRATOR (V.O.)

Or worse.

RUNNER

Dad, Jimmy hit me in the head with the ball.

FIELDER

I didn't mean to. It was an accident!

27 EXT. GRASSY PLAY AREA – DAY – “AFTER”

A runner is in motion. The pitcher fields the ball and throws it toward the net.

NARRATOR (V.O.)

With Xtra Fielder on your team – there's no need to throw at the runner.

The ball lands in the net and beats the runner.

NARRATOR (V.O.)

If the ball lands in the net before the runner reaches the base, the runner is out – no questions asked!

28 TESTIMONIAL – COACH

COACH

(Says Xtra Fielder is great, it really teaches kids the fundamentals of the game, from strike zones, to running and fielding.)

We see a runner cross home plate and beat the throw. A parent is playing umpire.

UMP

Safe!

The runner raises his/her arms and jumps up and down in triumph.

The music ends with a flourish.

29 EXT. GRASSY PLAY AREA – DAY

We begin the closing segment. We HEAR a new piece of music. We SEE a five or six-year-old player at bat. We pull back to show a parent getting ready to pitch. The two are having a great time.

NARRATOR (V.O.)

Xtra Fielder can be enjoyed by players ages five and up. It's perfect for as few as two players -

30 EXT. GRASSY PLAY AREA – DAY

A wide shot of a packed ball field, with players at every base, one or two runners, and other players watching. A batter swings and hits the ball.

NARRATOR (V.O.)

And as many as ten. As we've seen, Xtra Fielder is perfect for backyards and grassy fields.

31 EXT. BEACH – DAY

College-age guys and gals enjoy Xtra Fielder at the beach.

NARRATOR (V.O.)

But Xtra Fielder is also great for the beach -

32 EXT. PAVED CUL-DE-SAC – DAY

We SEE a game being played on black top.

Text on screen: Plastic stands required for non-porous surfaces. Stands not included.

NARRATOR (V.O.)

And for paved and hard surfaces. No matter where you play, the net factor will make your next game Xtra Safe, Xtra Instructional and Xtra Fun!

33 TESTIMONIAL – PARENT

PARENT

(Says Xtra Fielder makes the game much safer and makes playing with the kids easy and fun.)

34 TESTIMONIAL – COACH

COACH

(Xtra Fielder teaches kids all the important fundamentals of the game.)

35 TESTIMONIAL – YOUNG GIRL

YOUNG GIRL

I love Xtra Fielder. It's fun!

36 EXT. GRASSY PLAY AREA – DAY

A wide shot of a grassy playing area. An Xtra Fielder game is in progress. In one corner of the screen we see the Xtra Fielder product shot. We also see the logo and the Xtra Fielder Web site address.

NARRATOR (V.O.)

And if you enjoy plastic ball and bat baseball,
you'll love Xtra Fielder too. Add the net factor to
your next game. You'll be glad you did!

The music ends with a flourish.

FADE OUT.

The End