

M4



Culligan Reels For Batch #4

Month 4 Ideas - Kalamazoo Shop

1. FAQ's - from sales #1
 2. FAQ's - from sales #2
 3. Will it Filter - High pulp orange juice and/or monster
 4. Fiberglass/Kevlar (the tanks are wrapping) If you are ever in a fire fight
 - a. A military person running with softner down the field
 5. You think about your wardrobe, what you will have for dinner, the medication you take, but do you think about what's in your water.
 - a. Putting on a jacket
 - b. Someone eating lunch
 - c. Something to drink - Pepsi or Coke
 6. When the guys come back and they are hot and sweaty and then when they come back and say Hey Jedd/Cody are you Thirsty? And then throw some sand on them.
 7. Sanitize your cooler
 - a. What happens when you leave water out in your kiddy pool
 8. Case study - Problem inground well analysis - well water testing. (Mike) "I showered inside my house for the first time in six months".
-

Shoot Recap Notes:

Today We Shot:

- 1.

Next Month's Content:

- 1.



Future Reels Ideas:

-

Date of Next Shoot: **Schedule M5 shoot at least 6 weeks out we are ahead by 4 months and not posting as of 5/12/2026**

Shoot Plan (If Applicable):

-

Notes for the Editor:

-

M3



Culligan Reels For Batch #3

What This Is & How to Use It

Before diving into the outlines below, here's the only context that matters:

These videos are not scripted performances.

They're guided conversations and moments, captured intentionally.

You don't need to memorize lines.

You don't need to "act."

If something comes out stiff, we adjust in the moment.

The outlines below exist so:

- Everyone understands the goal of each video
- Filming stays efficient and focused
- We capture what actually makes your business different

Think of these as guardrails, not scripts.

How This Content Is Designed to Work

Culligan does not win off impulse decisions.

You serve:

- Homeowners and families
- Small business owners
- People responsible for health, safety, and long-term home quality

These buyers:

- Aren't sure if their water is actually a problem
- Are skeptical of water companies
- Observe quietly before making a decision



This content is designed to:

- Make water quality easier to understand
- Remove skepticism
- Show how things actually work

When something feels off with their water...
Culligan should already feel like the obvious call.

What This Content Optimizes For

Not:

- Viral views
- Hype
- Sales pressure

Instead:

- Familiarity
- Clarity
- Trust

If someone watches a few of these and thinks,
“Okay... I get how this works now,”
this content succeeded.

1. No More Water Jugs

Format: A-roll/B-roll

Cadence: One-off (can spin into series)

Length: Micro

Bucket: Risk & Differentiation

Concept:

- Show the contrast between old water jug dependency vs modern system
- Position this as a lifestyle upgrade, not just a product
- Make jugs feel outdated and inconvenient without saying it aggressively



Hook Ideas:

- "This replaces all of this..."
- "You don't need these anymore..."
- "Most people are still doing it the hard way..."

Visual Flow / Suggested Talking Points / Interview Questions:

- Start in front of water jug wall
- Heather or salesperson holding a jug
- "This is how most people still get their drinking water..."
- Toss jug over shoulder or drop out of frame
- Cut to bottle-free system running
- "This just runs straight through your system... no hauling, no storage..."

Resolution / Call to Action

- "Once people switch, they don't go back."

What We Need From You:

- Access to jug wall
- Bottle-free system
- Heather or salesperson on camera

2. What Your System Is Actually Doing (Behind the Scenes)

Format: A-roll/B-roll

Cadence: One-off

Length: Longform

Bucket: Risk & Differentiation

Concept:

- Combine regeneration + cleaning into one clear walkthrough
- Show both what's happening and why it matters
- Position Culligan as the company that actually understands and maintains systems properly

Hook Ideas:



- “This is what your water system is actually doing behind the scenes...”
- “Most people never see this part...”
- “This is why your system doesn’t just ‘run’... it has to reset itself...”

Visual Flow / Suggested Talking Points / Interview Questions:

- Start at system overview
- Heather or salesperson: “This is where your water is being treated...”
- Show regeneration tank
- Simple explanation of regeneration
- Cut to cleaning/draining process
- Show water, buildup, textures
- “This is what builds up over time...”
- Tie back to why this matters long-term

Resolution / Call to Action

- “This is why proper setup and maintenance actually matter long-term.”

What We Need From You:

- Access to system
- Cleaning/draining process
- Heather or salesperson walking through it

3. The Tiny Golf Balls (Resin Explained)

Format: A-roll/B-roll

Cadence: One-off

Length: Micro

Bucket: Problem Reality

Concept:

- Turn a technical concept into something simple, visual, and memorable
- Help people understand what’s actually doing the work inside their system

Hook Ideas:

- “This is what’s actually cleaning your water...”
- “These tiny beads are doing all the work...”
- “Most people have no idea this is inside their system...”



Visual Flow / Suggested Talking Points / Interview Questions:

- Visual hook: Heather or salesperson holding a golf ball
- "It's basically like this... but way smaller..."
- Reveal resin in hand
- Let it fall through fingers
- "These grab minerals like calcium and iron out of your water..."
- Add: "Also... if you spill these, the floor gets insanely slippery..."
- Cut to system where it's used

Resolution / Call to Action

- "Simple idea... but this is doing a lot behind the scenes."

What We Need From You:

- Resin sample
 - Golf ball
 - Heather or salesperson
-

4. Battle Creek Water Test (TDS Comparison)

Format: A-roll/B-roll

Cadence: One-off

Length: Micro

Bucket: Problem Reality

Concept:

- Compare untreated local water vs Culligan-treated water using a TDS meter
- Creates a clear, objective difference people can see instantly
- Reinforces "testing first" without sounding salesy

Hook Ideas:

- "This is the difference most people don't see..."
- "Same water... two completely different readings..."
- "Here's what's actually in your water..."

Visual Flow / Suggested Talking Points / Interview Questions:

- Pour outside/spicket water into white bucket



- Test with TDS meter
- Show reading clearly
- Pour Culligan-treated water
- Test again
- Show side-by-side difference
- Heather or salesperson: brief, simple explanation of what TDS means

Resolution / Call to Action

- “This is why testing comes first before recommending anything.”

What We Need From You:

- TDS meter
 - Two water sources (untreated + Culligan)
 - Bucket
 - Heather or salesperson
-

5. FAQ Series – What People Ask Before They Call (x2)

Format: A-roll

Cadence: Ongoing series

Length: Micro

Bucket: Risk & Differentiation

Concept:

- Turn real sales questions into consistent content
- Remove hesitation before it becomes a barrier
- Build a library of simple, trustworthy answers

Hook Ideas:

- “We get this question all the time...”
- “Here’s what people usually ask before calling...”
- “If you’ve thought this... you’re not the only one...”

Visual Flow / Suggested Talking Points / Interview Questions:

- One question per video
- One clear, direct answer
- Keep tone calm and simple



- No over-explaining

Resolution / Call to Action

- “Better to understand this before making a decision.”

What We Need From You:

- FAQ list (at least 2)
 - Heather or salesperson
-

6. Meet the Team – Battle Creek (Longform Series)

Format: A-roll/B-roll

Cadence: Ongoing series

Length: Longform

Bucket: Trust & Proof

Concept:

- Introduce the people behind the business in a more personal, story-driven way
- Build trust through real conversations, not surface-level intros

Hook Ideas:

- “If you’ve ever worked with us... this is who you’re talking to...”
- “Here’s who’s actually behind Culligan in Battle Creek...”

Visual Flow / Suggested Talking Points / Interview Questions:

- Who are you
- What do you do here
- How long have you been here
- What’s the worst or most surprising thing you’ve seen in local water
- Let answers breathe and feel conversational
- Light B-roll of them working

Resolution / Call to Action

- “Real people. Real experience. That’s what you’re getting.”

What We Need From You:



- Team availability (3-4 team members)
-

7. How RO Filters Work (3 Stages)

Format: A-roll/B-roll

Cadence: One-off (can clip into series)

Length: Longform

Bucket: Problem Reality

Concept:

- Simplify a complex system using analogies
- Make it easy for someone with zero knowledge to understand

Hook Ideas:

- “You’ve seen these filters turn vegetable juice, instant coffee, and even chocolate milk into purified drinking water...”

Visual Flow / Suggested Talking Points / Interview Questions:

- Open with hook
- “Here’s how that actually works...”
- Break into 3 stages
- Use analogies for each stage (filtering, blocking, refining)
- Show each component physically

Resolution / Call to Action

- “Each step has a job... that’s why it works.”

What We Need From You:

- RO system
- Heather or salesperson explaining using simple analogies

Idea:



- You think about xyz things throughout the day (wardrobe, etc), but you don't think about what's in your water
- Different use cases for same machine (mechanics shop, ice packs in surgery center, VA, assisted living homes) - need heather to send a full list
- Purifying lake water for marines

Today we Shot:

1. Resin cleaning like 30-50K golfballs
2. Resin How the regeneration works
3. Battle Creek water into the white bucket from the outside spicket
4. Meet the Team
 - a. Melinda Jackson
 - b. RYAN MCGHAN
 - c. Kevin Blommer
5. How the three types of filters work
6. Bottle free machines
7. FAQ's - from sales #1 (
8. FAQ's - from sales #2 (

Month 4 Ideas - Kalamazoo Shop

9. FAQ's - from sales #1
10. FAQ's - from sales #2
11. Will it Filter - High pulp orange juice and/or monster
12. Fiberglass/Kevlar (the tanks are wrapping) If you are ever in a fire fight
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14. When the guys come back and they are hot and sweaty and then when they come back and say Hey Jedd/Cody are you Thirsty? And then throw some sand on them.



15. Sanitize your cooler

- a. What happens when you leave water out in your kiddie pool

16. Case study - Problem inground well analysis - well water testing. (Mike) "I showered inside my house for the first time in six months".

Future Ideas-

Going forward we are doing two FAQ's per month and Heather will try to get FAQ's from the Service Department as well.

1. Bottle with dirt - this is what you are drinking
2. Fiberglass/Kevlar (the tanks are wrapping)
 - a. The warranties for these
3. Will it filter
 - a. Destroying the filters when we are done with the Will it filter series.
 - b. One filter that has filtered milk,
 - c. and still puts out purified water.
 - d. Jager
4. The REAL cost of not having a softener, showing off the in home app calculator

Action Items

Jena

Captions Notes - For the solution awares - do product heavy on these.

The lease program

The small unit for condos

The larger units for houses.

Heather - send the FAQ's

Military jacket

Kiddie pool

OJ

Beach Sand - MOON SAND

***Office Use* Month 3 Shoot Script**

4/22/26 - Culligan Month #3 Shoot Script

Shoot Script:

Location	Scene/Reel	Done

1. No More Water Jugs

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- Cut to bottle-free system running
- "This just runs straight through your system... no hauling, no storage..."

Resolution / Call to Action

- "Once people switch, they don't go back."

What We Need From You:

- Access to jug wall
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- Heather or salesperson on camera

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- Combine regeneration + cleaning into one clear walkthrough
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Visual Flow / Suggested Talking Points / Interview Questions:

- Start at system overview
- Heather or salesperson: "This is where your water is being treated..."
- Show regeneration tank
- Simple explanation of regeneration
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- Show water, buildup, textures
- "This is what builds up over time..."
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Resolution / Call to Action

- "This is why proper setup and maintenance actually matter long-term."

What We Need From You:

- Access to system
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- Heather or salesperson walking through it

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Concept:

- Turn a technical concept into something simple, visual, and memorable
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- "This is what's actually cleaning your water..."
- "These tiny beads are doing all the work..."
- "Most people have no idea this is inside their system..."

Visual Flow / Suggested Talking Points / Interview Questions:

- Visual hook: Heather or salesperson holding a golf ball
- "It's basically like this... but way smaller..."
- Reveal resin in hand
- Let it fall through fingers
- "These grab minerals like calcium and iron out of your water..."
- Add: "Also... if you spill these, the floor gets insanely slippery..."
- Cut to system where it's used

Resolution / Call to Action

- "Simple idea... but this is doing a lot behind the scenes."

What We Need From You:

- Resin sample
- Golf ball
- Heather or salesperson

4. Battle Creek Water Test (TDS Comparison)

Format: A-roll/B-roll

Cadence: One-off

Length: Micro

Bucket: Problem Reality

Concept:

- Compare untreated local water vs Culligan-treated water using a TDS meter
- Creates a clear, objective difference people can see instantly
- Reinforces "testing first" without sounding salesy

Hook Ideas:

- “This is the difference most people don’t see...”
- “Same water... two completely different readings...”
- “Here’s what’s actually in your water...”

Visual Flow / Suggested Talking Points / Interview Questions:

- Pour outside/spicket water into white bucket
- Test with TDS meter
- Show reading clearly
- Pour Culligan-treated water
- Test again
- Show side-by-side difference
- Heather or salesperson: brief, simple explanation of what TDS means

Resolution / Call to Action

- “This is why testing comes first before recommending anything.”

What We Need From You:

- TDS meter
 - Two water sources (untreated + Culligan)
 - Bucket
 - Heather or salesperson
-

5. FAQ Series – What People Ask Before They Call

Format: A-roll

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Length: Micro

Bucket: Risk & Differentiation

Concept:

- Turn real sales questions into consistent content
- Remove hesitation before it becomes a barrier
- Build a library of simple, trustworthy answers

Hook Ideas:

- “We get this question all the time...”
- “Here’s what people usually ask before calling...”
- “If you’ve thought this... you’re not the only one...”

Visual Flow / Suggested Talking Points / Interview Questions:

- One question per video
- One clear, direct answer
- Keep tone calm and simple
- No over-explaining

Resolution / Call to Action

- “Better to understand this before making a decision.”

What We Need From You:

- FAQ list
- Heather or salesperson

6. Meet the Team – Battle Creek (Longform Series)

Format: A-roll/B-roll

Cadence: Ongoing series

Length: Longform

Bucket: Trust & Proof

Concept:

- Introduce the people behind the business in a more personal, story-driven way
- Build trust through real conversations, not surface-level intros

Hook Ideas:

- “If you’ve ever worked with us... this is who you’re talking to...”
- “Here’s who’s actually behind Culligan in Battle Creek...”

Visual Flow / Suggested Talking Points / Interview Questions:

- Who are you
- What do you do here
- How long have you been here

- What's the worst or most surprising thing you've seen in local water
- Let answers breathe and feel conversational
- Light B-roll of them working

Resolution / Call to Action

- "Real people. Real experience. That's what you're getting."

What We Need From You:

- Team availability
 - Comfortable setting for conversation
-

7. How RO Filters Work (3 Stages)

Format: A-roll/B-roll

Cadence: One-off (can clip into series)

Length: Longform

Bucket: Problem Reality

Concept:

- Simplify a complex system using analogies
- Make it easy for someone with zero knowledge to understand

Hook Ideas:

- "You've seen these filters turn vegetable juice, instant coffee, and even chocolate milk into purified drinking water..."

Visual Flow / Suggested Talking Points / Interview Questions:

- Open with hook
- "Here's how that actually works..."
- Break into 3 stages
- Use analogies for each stage (filtering, blocking, refining)
- Show each component physically

Resolution / Call to Action

- "Each step has a job... that's why it works."

What We Need From You:

- RO system
 - Heather or salesperson explaining using simple analogies
-

Shoot Recap Notes:**Today We Shot:**

1.

Next Month's Content:

1.

Future Reels Ideas:

-

Date of Next Shoot:**Shoot Plan (If Applicable):**

-

Notes for the Editor:

-

M2



Culligan - Month #2 Outlines

Shoot Recap Notes:

Today we shot:

1. Will it filter (Tomato Juice) - (Video #1)
2. Meet the team Part 1 (Video #2)
 - a. What is something in local water that you think would surprise people.
3. Lease Program (Video #3)
4. Water/Salt Delivery (Video #4)
5. Bob - Customer Video Testimonial (Video #5)
6. Aquasensor video - Like having a tech in your house.
7. Will it filter - The Team guess which one is water (Chocolate Milk) (Video 8)
8. Bottle with a view delivery

Date of Next Shoot: Apr 22, 2026

Notes for the Editor:

- There is B roll of water in the house for month 1 videos
 - Different types of water

Month 3

1. Bottle free machines
2. Resin draining/cleaning - like 30-50K golfballs (two different videos)
 - a. How the regeneration works
 - b. All the tiny golf balls
3. Battle Creek water into the white bucket from the outside spicket
4. FAQ's - from sales #1
5. FAQ's - from sales #2
6. Meet the team Battle Creek
7. How the three types of filters work



Ideas for future -

- Guess which is water
 - Bottle with dirt - this is what you are drinking
 - Fiberglass/Kevlar (the tanks are wrapping)
 - The warranties for these
 - If you are ever in a fire fight
 - A military person running with softner down the field
 - Will it filter
 - Destroying the filters when we are done with the Will it filter series.
 - One filter that has filtered milk, tomato juice and still puts out purified water.
 - Sanitize your cooler
 - What happens when you leave water out in your kiddy pool
8. Destroying a filter and seeing what's inside - 3 types of filters

M1



Culligan - Month #1 Outlines

1. You Know You Don't Have to Do That, Right?

Length: 30–45 sec

Format: Skit

Goal: Humanize the brand, demonstrate convenience, and reinforce long-term support and reliability

Verbal Hook:

"Uhh... you know you don't have to do that yourself, right?"

Text Hook:

You don't have to do this alone.

Visual Hook:

Homeowner awkwardly carrying a heavy salt bag down basement stairs. Foot slips slightly.

Suggested Talking Points:

- Homeowner struggling: "Why is this so heavy..."
- Tech calmly appearing: "Uhh... you know you don't have to do that yourself, right?"
- Homeowner (shocked and confused): "Who are you? What are you doing in my house?"
- Tech: "Culligan. We handle deliveries. You don't have to guess when it's low."
- Homeowner: "Wait... you just take care of it?"
- Tech: "That's the idea. Reliable water. Without the hassle."

What We Need From You:

- One tech willing to play along
- One homeowner character
- Basement staircase location
- One real salt bag
- Can be filmed during a real delivery window

**B-roll Shots:**

- Close-up of salt bag scraping stairs
- Foot slipping slightly
- Tech standing calmly at bottom of stairs
- Salt being poured into softener
- Quick system check

CTA:

Schedule a consultation through our website and let us handle the heavy lifting.

Social Media Caption:

Still carrying salt bags down your stairs?

Most people assume that's just part of owning a softener.

It doesn't have to be.

We test first. We install it correctly. And we support it long-term.

Schedule an appointment and let us handle it: culligan.com/scheduler

2. Will It Filter?

Length: 15–30 sec

Format: A-roll/B-roll

Goal: Educate while reinforcing that testing comes before recommending

Series: Demonstration Series

Verbal Hook:

"Will It Filter [Insert Item]?"

Text Hook:

Will it Filter?: [Insert Item] Edition

**Visual Hook:**

Hold [Insert Item] over filter for 1–2 seconds before pivot.

Suggested Talking Points:

- Brief reaction to absurd item
- State clearly that this is not what filters are designed for
- Pivot (while filtering): “The real question is what’s actually in your local water.”
- Mention real issues: iron, chlorine, hardness, sulfur
- Reinforce testing before recommending
- Then look at results of filtering and ask “what should we filter next?”

What We Need From You:

- Tabletop space
- Assorted absurd liquids
- Real water sample
- Testing kit
- No additional prep required

B-roll Shots:

- Close-up of absurd liquid
- Filter close-up
- Technician testing real water
- Iron stains or mineral buildup example
- Calm explanation shot

CTA:

What should we filter next!?

Social Media Caption:

Will it filter? [Insert Item] Edition!

Learn more at culligan.com



Series Structure Template:

- Fun visual opener from experiment without context to grab attention
- Cold open question: "Will It Filter [Item]?"
- Start experiment
- Pivot to real contaminant explanation while filtering
- Reinforce testing-first approach
- Close looking at results and asking what to filter next

Future Episode Ideas:

- Will It Filter Maple Syrup?
 - Will It Filter Beer?
 - Will It Filter Coffee?
 - Will It Filter Soda?
 - Will It Filter Hot Sauce?
 - Will It Filter Motor Oil?
-

3. This Was In Someone's "Fine" Water

Length: 30–60 sec

Format: A-roll/B-roll

Goal: Break the "clear = clean" belief and position testing as necessary

Series: Myth-Busting Series

Verbal Hook:

"This came out of water that looked completely clear."

Text Hook:

Clear Doesn't Always Mean Clean

**Visual Hook:**

Extreme close-up of dirty used filter or buildup-covered component.

Suggested Talking Points:

- State common assumption: "Most people say their water is fine."
- Clarify appearance does not equal quality
- Show testing moment
- Brief explanation of what buildup indicates
- Reinforce testing before recommending

What We Need From You:

- Used filter or buildup-covered component
- Testing kit
- Two identical clear glasses
- No additional prep required

B-roll Shots:

- Slow pan across dirty filter
- Two glasses side by side
- Testing drops in water
- Mineral buildup on fixture
- Technician explaining results

CTA:

Schedule a professional water test.

Social Media Caption:

Is YOUR water really... Clean?

Find out by scheduling a water test at culligan.com/in-home-water-quality-testing

Series Structure Template:

- Open with physical evidence



- State common belief
- Reveal reality
- Calm explanation
- Reinforce testing

Future Episode Ideas:

- This Was In “City Water”
 - This Was In “Well Water”
 - This Is What Hard Water Does To Appliances
 - This Is Why Your Shower Door Looks Like That
 - This Is What Iron Does Over Time
-

4. From The Bottle's Point Of View

Length: 10–20 sec

Format: Montage

Goal: Build familiarity and reinforce consistent, dependable delivery presence

Verbal Hook:

None

Text Hook:

Another Delivery. Right On Time.

Visual Hook:

GoPro placed inside Culligan bottle as it's loaded into the truck.

Suggested Talking Points:

- None

What We Need From You:



- One delivery route
- One tech
- GoPro secured inside bottle
- Film during normal route
- No additional prep required

B-roll Shots:

- Bottle being loaded into truck
- Truck doors closing
- Driving footage
- Bottle carried into home
- Placement in kitchen or office

CTA:

Schedule dependable delivery online.

Social Media Caption:

You probably don't think about your water delivery.

That's the point.

It shows up. It's handled. It's consistent.

If you want dependable water without thinking about it, drop us a message!

5. You Can't Drink Hard Water

Length: 30–45 sec

Format: A-roll/B-roll

Goal: Reframe what "hard water" means and shift from symptom treatment to root cause

Verbal Hook:

"You can't drink hard water..."

**Visual Hook:**

Person attempting to drink from a frozen solid water bottle.

transition to talking head shot for explainer

Suggested Talking Points:

- Clarify what hard water actually means
- Explain mineral-heavy water simply
- Reference shower or fixture buildup (some people think it just comes with the house)
- Explain symptom vs root cause
- Reinforce testing

What We Need From You:

- Frozen bottle prop
- Mineral buildup example
- One spokesperson
- No additional prep required

B-roll Shots:

- Attempted sip
- White mineral buildup
- Scrubbing tile
- Softened water pouring
- Testing clip

CTA:

Schedule a water test to understand what's causing buildup.

Social Media Caption:

Hard water isn't about ice.

It's about minerals.

Those white stains in your shower are usually hard water, not bad cleaning.



You can scrub forever. Or you can treat the cause.

Start with testing at culligan.com/in-home-water-quality-testing

6. This Looks Ordinary. It's Not.

Length: 30–60 sec

Format: A-roll/B-roll

Goal: Build trust and elevate awareness. Make people realize water is a “quiet foundation” in the home. Reinforce that Culligan makes it simple and dependable

Verbal Hook:

“This looks ordinary. It’s not.”

Text Hook:

This Is The Most Used System In Your House

Visual Hook:

Start on an extreme close-up of water pouring into a clear glass. Make it feel like a “nice slow pour” commercial shot.

Then do a smooth reveal that flips the viewer’s assumption.

- Shot 1 (0:00–0:01): Tight macro on the stream of water hitting the glass. No context. Just the pour and sound.
- Shot 2 (0:01–0:02): Slow zoom out or quick pull-back to reveal the hand is holding a Culligan bottle, not a faucet. The Culligan label becomes obvious as the frame widens.
- Shot 3 (0:02): Land on the spokesperson in the background at the counter. They look up right as the reveal happens and deliver the first line.
This is the pattern interrupt. It starts “ordinary,” then instantly becomes “oh... that’s Culligan.”

Suggested Talking Points:

- “This is the most used system in your house.”



- “You drink it. Cook with it. Shower in it.”
- “When it’s right, you never think about it.”
- “When it’s off, it shows up in a hundred annoying ways.”
- “That’s why we test first. Then we recommend what actually fits your water.”

What We Need From You:

- Clean kitchen or breakroom counter
- One spokesperson
- One Culligan bottle
- One clear glass
- No additional prep required

B-roll Shots:

- Tight macro of water stream hitting glass
- Label reveal on Culligan bottle
- Spokesperson in background coming into focus
- Hands pouring water for cooking
- Shower steam or bathroom sink running
- Dishwasher or washing machine running
- Quick clip of testing kit in use
- Tech carrying equipment into a home

CTA:

Schedule a consultation through our website and we’ll start with testing.

Social Media Caption:

This looks ordinary... But it’s not.

Water is the most used “system” in your house... and most people don’t think about it until something feels off.

If you’re not sure what’s actually in your water, start with testing at

culligan.com/in-home-water-quality-testing



7. (Meet The People Who Test Before They Talk)

Length: 20–40 sec

Format: Montage

Goal: Build familiarity, reduce skepticism, and reinforce that Culligan tests before recommending anything

Series: Meet The Team Series

Verbal Hook:

“Meet The People Who Test Before They Recommend.”

Text Hook:

Proven. Local. Still Here.

Visual Hook:

Culligan bottle enters frame from off-camera. First team member catches it naturally without looking staged.

Suggested Talking Points:

- Name
- Role
- How long they’ve been with Culligan
- “What’s something you see in local water that surprises people?”

What We Need From You:

- 3–5 team members
- Culligan bottle for transition
- 20 minutes filming
- No memorization required

B-roll Shots:



- Bottle toss transitions
- Close-ups of testing kits
- Installation clips
- Natural team interaction
- Light candid laughter

CTA:

Schedule an appointment and work with a team that tests first.

Social Media Caption:

Before we recommend anything, we test.

These are the people who do it.

Real technicians. Real testing. Real answers.

If you'd like your water checked the right way, schedule an appointment at culligan.com/in-home-water-quality-testing

8. It's Like Having A Tech In Your House 24/7

Length: 30–60 sec

Format: Skit + Explainer

Goal: Make Aquasensor memorable while clearly explaining its monitoring features and long-term reliability

Verbal Hook:

"This thing is like having a tech in your house 24/7."

Text Hook:

"It's like having a tech in your house 24/7"

**Visual Hook:**

Hard open on a tech sitting next to the softener drinking coffee casually.

Cut rapidly between the same tech in different exaggerated positions:

- Leaning against the unit
- Napping beside it
- Scrolling on their phone
- Casually checking it like it's their job

On the last cut, record scratch.

Suggested Talking Points:

- Beat: "But... not Steve."
- "It monitors your water usage automatically."
- "It alerts when salt is low."
- "It notifies us if something's off."
- "It connects directly to our office."

What We Need From You:

- One tech willing to lean into the joke
- Aquasensor unit
- App screen recording
- One clean explainer setup
- No additional prep required

B-roll Shots:

- Tech sipping coffee beside unit
- Tech fake-napping
- Tech scrolling phone
- Close-up of Aquasensor hardware
- App interface screen recording
- Calm spokesperson explaining feature

**CTA:**

Schedule a consultation to see if smart monitoring fits your home.

Social Media Caption:

It's like having a tech in your house 24/7... Almost.

The Aquasensor monitors usage, alerts you when salt is low, and connects directly to our office if something's off.

No guessing. No surprises. No waiting until there's a problem.

If you want water that manages itself quietly in the background, shoot us a message!

Shoot Recap Notes:

Today we shot:

9. Anchor Reel
10. Will it filter (instant coffee) - (video 2)
11. 3 sample video - not outlined
12. Tea made with hard vs soft water - not outlined
13. Soap Test - not outlined
14. Battle Creek Water - not outlined
15. Light bulb Test - not outlined
16. Filter comparison - (video 3)
17. Hard Water - (video 5)

Date of Next Shoot: Mar 26, 2026

Notes for the Editor:

- #1 and #8 we are not able to shoot because the customer had to go into his shop
- Videos slated as video 9+ are not relevant. That was what I called them in the shoot script to keep track.



- For a hard water example, I shot b roll of the orange gross shower at the customer's house. You may need to find stock footage for other examples of calcium on dishes, etc
-

Next month videos (M2)

- M2 V1 - Will it filter
 - Tomato Juice to Water
- Bottle view - w/a delivery driver
- Aquasensor video
- Salt delivery
- Bob - Testimonial - 10am in Portage (need address)
- Meet the Team
- FAQ's
- How Resin works - with the Tank

Ideas for future -

- FAQ's
- Bottle Free machines
- Battle Creek water into the white bucket from the outside spicket
- Lease programs
- Resin draining/cleaning - like 30-50K golfballs
- Bottle with dirt - this is what you are drinking
- Fiberglass/Kevlar (the tanks are wrapping)
 - The warranties for these
 - If you are ever in a fire fight
 - A military person running with softner down the field
- Destroying a filter and see what's inside - 3 types.
- Sanitize your cooler
 - What happens when you leave water out in your kiddy pool

M[x] **APPROVAL REQUIRED



Culligan Reels Ideas For Month #X

-
- INSERT VIDEO IDEA TITLES FROM MAIN SHEET IN ORDER
-

Shoot Recap Notes:

Today We Shot:

1.

Next Month's Content:

1.

Future Reels Ideas:

-

Date of Next Shoot:

Shoot Plan (If Applicable):

-

Notes for the Editor:

-