

Home Depot Promotional Video

I wrote a number of promotional video scripts for Home Depot; I was provided with only the products, and specific features to call out. I linked each product for the production team's convenience—they were going to need additional details to complete the videos, and I thought it would be kinder to do that than make them search for the links and specs themselves.

Whenever I can, I try to intuit what annoying tasks I might leave for the next person in the chain, and handle those tasks for them, or at least help. It's just the golden rule!

ORIGAMI KITCHEN

VIDEO	AUDIO
<i>Open to a fully demoed kitchen.</i>	Whether you're looking for a complete cabinet set that's both affordable and beautiful, or need quality pieces for a custom design, bringing your dream kitchen to life is as easy as shopping in-store or online at The Home Depot.
<i>The Model will walk into the kitchen, and there are boxes of Hampton Bay cabinets on the ground in neat, layflat boxes.</i> Text Callout: <ul style="list-style-type: none">- In-store or online- Pick-up or home delivery- 55% more compact- Easy transport	Hampton Bay cabinets come in convenient, ultra-compact lay-flat boxes for easy transport, and can be picked up in-store or delivered to your home.
<i>Upper corner cabinet</i> <i>Other upper cabinets</i> <i>Base Corner Cabinet</i> <i>Other base cabinets</i> Text Callout: <ul style="list-style-type: none">- Premium paint finish	Expect durable, life-long quality... ...with a premium paint finish that's both timeless... ...and water resistant...
<i>putting together upper cabinets</i> <i>The model will install upper corner cabinet first</i>	...and plywood construction that's 225% stronger than particle board.

<p>Text Callout:</p> <ul style="list-style-type: none"> - Plywood construction - 225% stronger than particle board 	
<p><i>other elements that a kitchen needs: appliances</i> <i>Countertops go in last, and the counter top</i> <i>needs to be attached to the base cabinets</i></p> <p>Text Callout:</p> <ul style="list-style-type: none"> - Assembled 2x faster than standard RTA cabinets 	<p>Hampton Bay cabinets can be assembled two times faster than standard RTA cabinets...</p>
<p><i>Once countertops are attached, then the drawers</i> <i>and cabinet doors will be attached</i></p> <p>Text Callout:</p> <ul style="list-style-type: none"> - Soft-close hinges & drawers 	<p>...Soft-close hinges and drawers help protect surfaces from knicks and scrapes...</p>
<p>Final Hero Kitchen where we see the model putting in the finishing touches (Silverware to a soft close drawer):</p> <p>Text Callout:</p> <ul style="list-style-type: none"> - Limited lifetime warranty - 10% off 10 or more in-stock cabinets 	<p>...while warm, premium finishes make your final touches stand out.</p> <p>Competitively priced, Hampton Bay cabinets come with a limited lifetime warranty, and 10% off 10 or more in-stock pieces.</p>
<p>Cut to Home Depot logo</p>	<p>With The Home Depot and Hampton Bay, your dream kitchen is in your hands ... from idea ... to a job well done.</p> <p>...only at The Home Depot.</p>