

"Spanish from Scratch"

15-second spot

David Magadan

<i>Section</i>	<i>Visual</i>	<i>Graphics</i>	<i>Audio</i>
1. Opener		<i>Text: "Spanish from Scratch" is at the top as a header</i> <i>Text: Learn Spanish by reading English!</i>	<i>VO: Learn Spanish by reading English!</i>
2. Offer			<i>VO: Using classic stories, you'll learn 10 grammar points and 300 words by substitution, like:</i>
3. Example		<i>Text: Once upon a time, there was a man (hombre m)</i> <i>GFX: "man" disappears and "hombre" replaces it.</i>	<i>VO: Once upon a time, there was a man (hombre)</i> <i>VO: Once introduced the English word won't be seen again, triggering the short-term memory.</i>
4. Call to Action	<i>Background with eBook and Paperback mock-up of "Spanish from Scratch"</i>	<i>Text: Available on Amazon</i> <i>GFX: Amazon logo</i>	<i>VO: Get Spanish from Scratch and learn Spanish faster.</i>

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