

Project Project #8005 Protegrity Cloud Campaign  
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## PROJECT #8005 Protegrity Cloud Campaign Video Script

### OVERVIEW

This one-minute video uses colorful liquid ink droplets to represent how the right kind of security can add color to cloud data. VO style will be affirming and calm, with room for pauses.

	VO	Visual
1	<p><i>[ Music begins... whimsical, wonderful. Think: xylophone]</i></p> <p>There's beauty in information.</p> <p>Insights waiting to be illuminated.</p>	A single brightly colored ink droplet slowly billows through a liquid.
2	You're missing it.	From another angle, the mesmerizing cloud of ink spreads.
3	<p>Because your cloud security measures leave you vulnerable...exposed.</p> <p>Breaches are occurring every day...from the smallest retailer to the largest banks in the world.</p>	As the last sentence ends, the ink quickly dissipates into darkness.
4	Does your approach to security really work?	Darkness.
5	You think you're protected... but are you?	Type emerges from the black: <b>Are you protected?</b>
6	<p><i>[ Slight pause as the mood shifts ]</i></p> <p>It's time to worry less...</p> <p>...and understand more.</p>	<p>We see a new color of ink beginning to billow.</p> <p>As it spreads it reveals the <b>Protegrity logo</b>.</p>
7	Protegrity secures your data no matter where it resides or where it's going	The colorful ink spreads, but this time it's joined by other colors of ink. The ink

	... and unlocks only the data you need, as you need it.	billows becoming increasingly complex and beautiful.  Callout: <b>Better data security for the cloud.</b>
8	[ <i>Slight pause</i> ]  Consider your business.	Another ink cloud blooms and number of words appear at once as we hear the word "business"..  <b>ROI</b> <b>Efficiency</b> <b>Flexibility</b> <b>Scalability</b> <b>Cost savings</b> <b>Compliance</b>
9	Now picture it more efficient, <u>and</u> more secure.	...callouts slowly dissolve, as the ink continues to swirl.
10	You could be seeing the true color of your cloud data...  ...with more confidence.	Several ink clouds billow and converge in a big finish of color.
11	Find out how, from Protegrity.	<b>Protegrity logo</b> [URL TK]