

Deliverable: Air Beast video script

Client: Discount Filters

Writer: Angie Timmons-Hanselka

Script:

“Unseen, in the depths of your home, your air filter’s hard at work – and not just for a few hours a day, but 24/7.

What air filter do you want on this round-the-clock job? A flimsy filter with a short life span that racks up your energy costs, or a better, faster, stronger filter that lasts three times longer than other filters *and* offers proven cost savings?

What you want is The Beast.

Discount Filter’s highest-performing filter is an unstoppable force: a tough, modern filter whose superior design makes it twice as efficient and better at keeping dust and other allergens out of your airflow while working relentlessly to cool or heat your home.

This season, unleash The Beast.”

Puns/Headlines:

“Let loose The Beast.”

“The Beast: Quietly roaring, 24/7.”

“The first and only defense you’ll need against high energy costs and allergens: The Beast.”

“The Beast: A monster filter, an energy savior.”

“A new kind of Beast: Stronger. Faster. Superior. Modern.”

“Designed to quietly, efficiently, and unceasingly protect you and your home: The Beast.”

“Monster savings. Monster efficiency. Monster modernity. That’s The Beast.”

“Tear your energy bill in half with The Beast.”

“The one monster you don’t need to be scared of this Halloween: The Beast.”

“Lurking unseen, moving quickly to protect your home: The Beast.”

“Take a bite out of expensive energy costs with The Beast.”