



Open on tape of a casting audition. We see an actress being given direction by a casting director off camera.

CASTING DIRECTOR: You represent the characteristic of surprise. So do something surprising.

The actress does something extremely surprising and humorous.

SFX: UPBEAT MUSIC

VO: Surprise is 1 of 9 drivers of friendship we've uncovered. The others being Caring, Listening, Story, Style, Connecting, Honesty, Advising and Loyalty.

We cut to our selected improve actors wearing t-shirts with the driver they represent on it.

VO: Together these 9 drivers help create and maintain friendships. It's true for people and it's true for brands. It's what we call Brand as Friend.

We cut to shots of the BMAs.

VO: To demonstrate what Brand as Friend is all about to marketers, we decided to unleash our 9 drivers of friendship at one of the biggest marketing conferences in the country--the Business Marketers Association.

We cut to shots of our drivers interacting with attendees. We see great moments of Listening being a great listener with someone. Honesty being honest, Story is telling great stories. And so on. Attendees are engaged, they're smiling, they're really enjoying the experience.

VO: Of course our 9 drivers of friendship were a big hit at the conference. It's safe to say, we made a lot of new friends that day.

We cut to a big crowd around our table.

FADE TO BLACK

LOGO & URL

We cut back and have Surprise actress do something humorously surprising to close it out.