

On Location: (Someone's house nearby...)

Tools Needed:

- Sander
 - Push lawn mower
 - Power washer
 - Ladder
 - Paint sprayer
 - Painting supplies
 - Table saw
 - Weed wacker
 - Hedge trimmer
 - Broken tool
 - Shovels
 - Rake
 - Drill
 - Staple gun
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- **Shot 1:** One man wearing a LEVELD shirt handing a small sander on a porch/front door of a house downtown to a woman standing in the front door. *This is represent that tools can be delivered and also have them talking to represent they can tell them how to use it.* (Needed: LEVELD shirt, sander and a front porch location)
 - **Shot 2:** A woman in a LEVELD shirt mowing the front lawn with a push lawn mower (Needed: push lawn mower and longish grass area to cut
(HOLD FOR PRETTY WEATHER?))
 - **Shot 3:** A man in a LEVELD shirt power washing a driveway/sidewalk. Shot needs to be caught at angle where you can see the difference in color from the clean/unclean line of the driveway and water spraying. (Needed: Power washer and driveway/walkway)
 - **Shot 4:** Someone in a LEVELD shirt on a ladder cleaning out storm gutters. Shot needs to capture the full ladder and the person reaching up into the gutters. (Needed: ladder, location with a house that has storm gutters)
 - **Shot 5:** Empty wall with a ladder staged in front of it with a paint sprayer on the top step with a paint can and paintbrush on the ground by the ladder. (Needed: Ladder, paint sprayer, empty wall, paint can and paint brushes)
 - **Shot 6:** A man in a LEVELD shirt wearing goggles and gloves and tool belt cutting wood on a table saw with saw dust going everywhere. (Needed: table saw, wood, goggles, gloves, tool belt)
 - **Shot 7:** Someone using a weed wacker in the front yard with a LEVELD shirt on while someone also in a LEVELD shirt trims the hedges in the background. (Needed: weed wacker, hedge trimmer)
 - **Shot 8:** A person talking to someone in a LEVELD shirt holding a broken tool on a front porch/front door. (Needed: shirt, broken tool)
 - **Shot 9:** Boomerang of two people jumping or heel clicking while wearing LEVELD shirts holding shovels/rakes. (Needed: shovels, rake, 2 LEVELD shirts)
 - **Shot 10:** Picture of hanging holiday decorations on the inside using a drill. (Needed: House with Christmas decor, Drill)

- **Shot 11:** A person outside hanging christmas lights on a house using a ladder (Needed: ladder, Christmas lights)
- **Shot 12:** A close up shot of someone using a staple gun to hang the christmas lights on a house (Needed: Ladder, Staple Gun, Christmas lights)

In-house/Backdrop:

Tools Needed:

- Hammer
 - Sander
 - Power Tools
 - Nails/Screws
 - Sledgehammer
 - Drill
 - Nails
 - Level
 - Nail Gun
 - Table saw
 - Tape measure
 - Power drill with drill bit
 - Solder
 - Wood
 - Pocket tool
- **Shot 1:** Stage several different tools in a backdrop area. Use a hammer, sander, power tools, nails and screws scattered around and then focus the shot on a phone in someone's hand using the app. (Needed: Hammer, sander, power tools, nails, screws, iphone and clean backdrop)
after shot is taken add logo onto each right corner
 - **Shot 2:** (Several shots) Place feature tools that are most common like power tool sets, power saw, sander, sledgehammer and do portrait shots of them for “tool of the day” or ideal items for the app. (Common tools found on the app, a clean backdrop)
 - **Shot 3:** Boomerang of a person in a LEVELD shirt hammering a nail through a piece of wood. (Needed: shirt, hammer, nails, thin dark piece of wood)
 - **Shot 4:** Boomerang of a person in a LEVELD shirt pulsing a sign that says “Tools Needed” (Needed: shirt, poster with “tools needed” written on it in black ink)
 - **Shot 5:** Stop motion images—Hammer hitting nail in on single hit. (we can pre-drill the hole) (Needed: wood, Drill, Hammer, Nail)
 - **Shot 6:** Stop motion images—with small level—studio shot of level being adjusted until bubble is perfect. (Needed: Level)
 - **Shot 7:** Stop motion images—stacking uniformly cut boards (Needed: Uniform cut boards)
 - **Shot 8:** Stop motion images—laying boards in frame then air nailing (Needed: Boards, Nail gun)
 - **Shot 9:** Stop motion images—tape measure and adding cut marks to boards that are laying on a table saw (Needed: Tape measure, LEVELD pencil, Board, Table saw)

- **Shot 10:** Video—slow mo of drill bit turning (Power drill with drill bit)
- **Shot 11:** Video—soldering iron melting solder (Solder)
- **Shot 12:** Video—wood shavings collecting from pocket hole tool (Needed: Pocket hole tool, Wood)

Location Needed:

Tools Needed:

- Sledgehammer
 - Hammer
 - Nails
 - Shovel
 - Rake
 - Broken tool
 - Laser level
 - Wheelbarrow
 - Chalk line
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- **Shot 1:** A complete photo of a messy tool shed with specific tools sticking out to catch attention that could be placed on the app. *This we can graphically add price match to show savings or just for a regular ad* (Needed: location of messy tool shed, 4-5 tools to display in different areas)
 - **Shot 2:** Photo and boomerang of someone in a LEVELD shirt taking a sledgehammer through a wall. Also can have the after shot and have the sledgehammer staged standing next to the hole with all the dust around for a close up. (Needed: Sledgehammer, drywall or something to take the sledgehammer through)
 - **Shot 3:** Picture of a pretty gallery wall in a home with a laser level on top of the final picture a person in a LEVELD shirt is hanging. *Reference the insta story and share different suggestions of types of hanging devices for gallery walls (Velcro Command Strips, monkey hooks for heavy stuff, nail and picture hooks)* (Needed: laser level, shirt)
 - **Shot 4:** A picture of a storage unit full of tools. *Use to show square footage of storage space that you could save by renting out your tools*
 - **Shot 5:** Picture of friends around a fire pit/making smores (Needed: made fire pit, Chairs possibly, at least 4 people)
 - **Shot 6:** Picture of someone digging a hole for a fire pit with a shovel (Needed: shovel, area for a fire pit)
 - **Shot 7:** Picture of someone laying the bricks around the circle for the fire pit and packing with dirt from a wheelbarrow between the bricks (Needed: Bricks, Shovel, Dirt, Wheelbarrow)
 - **Shot 8:** Boomerang—digging a hole (Needed: Shovel, area to dig)
 - **Shot 9:** Video—popping chalk line on white wall (Chalk line, empty wall)