

# Drop.

VIDEO: Open on white screen.  
Graphic "Drop" comes into focus.  
SFX: Music up, under.



VIDEO: Person walks into frame carrying an ornate door, stops at center, stands door up, balances it carefully.  
ANNCR VO: When you have building materials you don't need...



VIDEO: Door wobbles, then settles upright. Person looks pleased, walks off.  
ANNCR VO: ...drop them off at the Habitat for Humanity ReStore.

# Shop.

VIDEO: Graphic changes; "Shop" slides into frame.  
ANNCR VO: When you want to save on building materials...



VIDEO: Person walks into frame, looks around, notices door, fiddles with it, picks it up and carries it out, looking pleased.

ANNCR VO: ...shop at the Habitat for Humanity ReStore.

Drop.



VIDEO: Action continues as above, alternating graphics and drop/shop vignettes as different people walk into the frame to set down or pick up building materials...

ANNCR VO: Drop

Shop.



VIDEO: The pace of the action gets progressively faster until the last vignette.

ANNCR VO: Shop

Drop.

Shop.



VIDEO: At this point, we hold the Drop graphic and add the Shop graphic so that both are on-screen as the last person comes in, picks something up, smiles directly into the camera and...

ANNCR VO: Drop and shop at the Habitat for Humanity ReStore. You'll re-cycle really neat stuff...

Drop. Shop. Build.



Drop. Shop. Build.

Habitat **ReStore**  
Building Materials Recycle Center  
4000 Highway 59 • Mandeville

Sponsor Logo  
Here

VIDEO: ...while walking off,  
pauses and snaps fingers.

ANNCR VO: ...get really good  
buys and help raise money to  
replace substandard housing  
and build a better habitat for  
humanity.

VIDEO: We now have white  
screen with Drop. Shop. Build.  
Animated logo and address  
come in last.

ANNCR VO: Drop. Shop. Build.  
Yes.

VIDEO: Sponsor logo on  
screen for :05.

ANNCR VO: In partnership  
with (sponsor name).