



SCRIPT — Recruitment

Approximately 4-minute Video

JK Moving

Recruitment for Move Specialists

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CMS Writing & Vitamin T Placements, Liz Yee

| VIDEO DETAILS | AUDIO |
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| <p>Open</p> <p>Black Slate: “Now Hiring: JK Moving, Move Specialists”</p> | <p>Sounds Effects: Music through parts of the video.</p> |
| <p>Location: various shots of Residential and/or Commercial warehouse(s), including trucks</p> | |
| <p>Fade Up from Black: Location: JK Moving warehouse Visual: W shot of large group of happy, pleasant JK employees in uniform in the warehouse Visual: Push in, M shot of group Visual: CU shots of group</p> | |
| <p>Location: JK Moving warehouse Actor: M & CU shots of actor, Barry the Move Specialist, as Move Specialist in separate video layered over group shot. Actor: holds placard: “I’m Barry, JK Move Specialist” Prop: Barry the Move Specialist 8”x10”</p> | <p>Sound Effects: Group of employees lightly clapping.</p> <p>VO: When you join JK Moving Services as a Move Specialist, you join a family of passionate professionals ready to help guide you down a prosperous career path with educational and advancement opportunities.</p> |

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| <p>Visual: W of exterior of impressive house Actor: M & CU shots of actor, Barry the Move Specialist, as Move Specialist in separate video layered over house shot. Actor: Barry the Move Specialist holds placard: “Residential Move Specialist” Prop: Barry the Move Specialist 8”x10”</p> | <p>VO: As a Move Specialist, you’ll be trained in all facets of a residential relocation and logistics operations,</p> |
| <p>Location: W of large office building Actor: M & CU of actor, Barry the Move Specialist, as Move Specialist in separate video layered over building Actor: Barry the Move Specialist holds placard: “Commercial/Office Move Specialist” Prop: Barry the Move Specialist 8”x10”</p> | <p>VO: or commercial/office relocation and logistics operations.</p> |
| <p>Location: classroom Actors: five actors—with Barry the Move Specialist predominant—in uniforms Actor: instructor Props: blank projection screen (training visual to be added in post-production), desks, chairs, notebooks, workbooks, pens</p> | <p>VO: As a Move Specialist, you receive extensive training in our onsite classroom. You learn the latest techniques in move theory and practice from seasoned instructors, many of whom were movers themselves.</p> |
| <p>Location: training house Actors: four movers—with Barry the Move Specialist predominant—in uniforms Visual: W and M shots exterior of training house Visual: M and CU shots of interior of training house of movers prepping, packing, wrapping, moving packed items to the truck Actors: two women Packing Specialists Visuals: interior, women wrapping delicate kitchen and dining room wares Actors: same four male movers wrapping and moving belongings out the training house Visuals: truck Props: Moving boxes, wraps, paper, truck, etc.</p> | <p>VO: In our completely outfitted two-story home—built in our own warehouse—you become an expert in prepping a house, wrapping, packing, moving and loading. It’s hard but rewarding work and you will enjoy the challenge. With practice and commitment, you’ll soon master the tools of the residential relocation including: efficiency, attentiveness to detail, and meticulous preparation, as well as dedication to your job and the complete satisfaction of the customer.</p> |
| <p>Location: exterior training house Actor: Barry the Move Specialist Visuals: Barry the Move Specialist is a strong, muscular Move Specialist with a friendly</p> | <p>VO: And, you get paid for working out!</p> |

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| <p>countenance, perhaps moving heavy boxes on his back while he pauses, smiling to camera Visual: Barry the Move Specialist holds tablet, “I get paid for working out.” Props: packed boxes, moving straps, tablet 8”x10”</p> | |
| <p>Location: interior training house Actors: Home owners look nervous as they shake hands first with the Move Supervisor/Driver who then introduces all of the Move Specialists. Barry the Move Specialist will be the first to shake hands and the others will follow. The Move Supervisor/Driver (Barry’s manager) then provides paperwork to the homeowner. Home Owners then smile. Actor: All Move Specialists Props: paperwork</p> | <p>VO: One of the most important functions of your job is to provide a stress-free relocation. As a JK ambassador, you and your team will encourage customer confidence by reviewing paperwork with the home owners, answering their questions, and addressing any last minute changes.</p> |
| <p>Visuals: interior training house, one room Actor: little girl—fearing for the safety of a precious doll—reluctantly hands the toy to Barry the Move Specialist who smiles Actor: M, CU, XCU shots as Barry the Move Specialist takes the toy and wraps and packs it carefully; child looks on Props: doll, wrapping paper, box, sealing tape</p> | <p>As a Residential Move Specialist you help reassure the customer that they’ve made the right choice by hiring JK Moving to transport their most prized possessions. It’s all about trust.</p> |
| <p>Location: commercial/office building Actors: all movers, Barry the Move Specialist predominant Visuals: exterior of commercial/office building Visuals: interior of rooms of an office Visuals: boxless move crates on dollies Visuals: elevators, hallways, street Visuals: truck Props: International Office Moving Institute (IOMI) Logo or signage or certificate</p> | <p>VO: As a new commercial/office Move Specialist, you’ll be trained in the moving techniques that are endorsed by the International Office Moving Institute. IOMI—the world’s only university for office moving—teaches JK’s boxless move methods of using dollies and other state-of-the-art services that minimize office downtime.</p> |

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| <p>Location: commercial/office building Actors: several movers Visuals: computers, electronics, artwork</p> | <p>VO: As a Commercial/Office Move Specialist, you work with a certified crew to first prep critical areas of the office then wrap, pack and load an entire office, including sensitive computers and other high-value electronics and valuables. Flawlessly.</p> |
| <p>Location: commercial/office building Actors: several movers with a Move Supervisor/Driver overseeing the move Visuals: various shots of specialized equipment for moving filing cabinets and desks</p> | <p>VO: JK Moving Services uses cost-effective and highly specialized equipment designed to lift and move full filing cabinets and desks. Our specifically-designed gear eliminates time-consuming packing and unpacking.</p> |
| <p>Location: JK truck or front of JK building Visuals: group of Move Specialists and other employees with truck OR Visuals: group of Move Specialists outside the JK building with logo</p> | <p>VO: At JK Moving Services you join a select group of Move Specialists, fully trained and experienced in worry-free residential and commercial/office moves. Professionals who take pride in their work and their accomplishments. Conscientious professionals who understand the customer experience and are always ready to help.</p> |
| <p>Actor: M, CU, ECU as Barry the Move Specialist kneels down by the little girl and opens the box revealing the toy. Actor: delighted child</p> | <p>VO: Professionals who reassure each customer that no matter how big or small, their belongings are precious.</p> |
| <p>Locations: (see below) Actors: movers Visuals: various shots in administration, etc. Visuals: various shots in warehouse Visuals: Shot a front desk with customer service representative Visual: customer service rep on phone</p> | <p>VO: As a JK Move Specialist it's more than just a job, it could be a career that leads to interesting positions in administration, sales, operations or customer service. This could be just the beginning!</p> |
| <p>WRAP UP</p> | |
| <p>Locations: In front of truck or JK building Visual: employees looking like a friendly family Visual: the front of new JK Moving truck OR the front of building with JK Moving logo</p> | <p>VO: Become a JK Move Specialist and join our family of professional Move Specialists today!</p> |

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| Actor: Barry the Move Specialist with Barry the Move Specialist 8"x10", "Become a JK Move Specialist today" Sound Effects: music | |
| FADE TO BLACK SLATE: | |
| Roll over black slate | "Let us invest in your success!" |