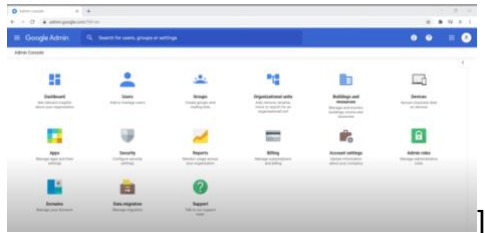


Product Commercial Script_Draft

Time (in seconds)	Script (Voiceover Copy)	Description of visuals on screen
00:00-00:05	It's human nature to seek connection, no matter the time or place.	Live action broll: Aaron, an African American male, mid-thirties, casual outfit is in an airport on a Chromebook laptop. He is on a Google Hangout call with his girlfriend, Camille, who is also in her thirties, who is at home on their bed. At the airport it is late at night, and we can see the night sky out the window, with planes in view. Camille is in their bedroom, also dressed casually with natural daylight softly coming through the window. They are smiling at each other, clearly missing one another.
00:05-00:10	We can find connection in where we live, who we love, and in the work we do.	Live action broll: They wave goodbye and the google hangup call ends. [when VO states "on who we love"] Camille looks over and smiles at the photo on the nightstand of her and Aaron hugging at a Christmas party a few years ago. They are clearly in love. [when VO states "and in the work we do"] She picks up her Chromebook, still open, and walks down the hallway. As she walks, we can see the lid of Chromebook, her face gently illuminated by the computer's light as she makes her way down the hall.
00:10-00:15	With Google Chrome OS, work is where you are and brings teams together.	Live action broll: Camille sits down at the dining room table. The camera switches so we are looking over her shoulder and seeing her laptop screen. On her screen is

		<p>gaming chair at her desk, her Chromebook positioned in front of her. She seems to be very techy, with multiple curved monitors on her desk, two monitors with bright green text, showing she was coding earlier. It's clear she is part of the IT team.</p>
00:30-00:40	<p>Included in the Chrome Enterprise Upgrade is the Google Admin console, where users, Chrome devices, and apps are brought together in the cloud.</p>	<p>Live action broll:</p> <p>Camera pans behind her so her screen is in full view and in frame. We can see Rosie is viewing the Google Admin console. All Google Admin console icons are in view. [reference image of Google Admin console:</p>  <p>The Users icon on Google Admin console, increases in size slightly to call attention to the icon when VO says “users”.</p> <p>The Users icon remains enlarged while the Devices icon on Google Admin console, increases in size slightly to call attention to the icon when VO says “devices”.</p> <p>Both the Users and Devices icon remain enlarged as the Apps icons enlarges slightly when VO says “devices”.</p> <p>Camera pans out and we see that the Google Admin console is being viewed on Camille’s Chromebook. We see her</p>

		<p>in profile standing in the living room, holding her Chromebook, folded in half, the screen facing her. We see she is looking down at her device.</p> <p>She receives a message from Rosie. A “ding!” SFX plays. “Upgrades are completed!”. The text appears midair next to her.</p>
00:40-00:45	With Chrome OS and Chrome Enterprise, reimagine where everything and everyone that matters finds a place where they belong.	<p>Live action broll:</p> <p>Suddenly Camille looks up, like she has heard something.</p> <p>Aaron comes through the front door. She looks surprised and he walks towards her. He suddenly hugs her, also hugging the Chromebook too.</p> <p>Screen fades to white.</p> <p>Tagline appears on screen in the middle with copy fully spelled out (“Connect with Chrome”) on a white (HEX #FFFFFF) background. Text should be in a mid-tone grey (HEX #5F6367) in provided font, at 50pt (see style guide). ChromeOS logo fades in at end, next to the word Chrome.</p> <p>Logo then slides horizontally to the left toward the beginning of the sentence. As the logo slides horizontally to the left over text, text disappears. Finally, when the Logo reaches the beginning of the tagline, the logo then slides horizontally to right and repositions in the center of the screen.</p>

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Multiple choice knowledge check questions

Write your three multiple choice questions in the space provided below. Write the question on the left side of each table, and the four multiple choice answers on the right.

Question 1:

Answers: [Correct response is B]

1. Select the statement that best describes ChromeOS.	A) ChromeOS allows access to files online, regardless of geographic location or time zone.	C) Chrome OS is a cloud-based operating system, allowing access files and user to collaborate remotely.
	B) ChromeOS is a locally managed on one device only and requires extensive set up.	E) ChromeOS allows for remote collaboration among teams.

Question 2:

Answers: [Correct response is C]

F) Which of the following statements outlines the Chrome Enterprise Upgrade?	A) Chrome Enterprise Upgrade brings together a few users, limited devices, and select apps.	B) Chrome Enterprise Upgrade is not connected with ChromeOS or use cloud storage.
	C) Chrome Enterprise Upgrade includes the Google Admin console, centralizing users, Chrome devices and apps in the cloud.	D) On Chrome Enterprise Upgrade, accessing Google Admin and using the cloud is an additional charge.

Question 3:

Answers: [Correct response is D]

3. Which of the following is a common benefit ChromeOS and Chrome Enterprise share?	A) Remote team collaboration	B) Remote management
	C) Google Admin console access	D) Cloud based

