

MOFT Deliverables

Key Strategies:

To make a shoppable short video go viral, please follow these key strategies and our script:

Passionate Introduction: Convey genuine enthusiasm about the product.

Expressive Reactions: Use engaging facial expressions/first-person view of using the product.

Faster Pace: Speak a bit faster to maintain viewer interest

Quick Edits: Use rapid cuts and diverse camera angles.

Include Captions: Ensure accessibility and clarity with text overlays.

Color: Ensure the phone case color matches your phone's original color (please let us know if you have a preference).

Must have:

- State what kind of problems MOFT can solve
- Must have one or more scenarios showcase of using MOFT's products

Video Flow (60s)

Duration: 0s - 5s



- **Choose a Common Challenge:** Pick a scenario where dealing with a bulky phone stand or multiple items like a wallet and phone causes inconvenience
- **Highlight the Problem**

- **Reveal the MOFT Solution:** Introduce the MOFT product as a discovery that resolves these problems, emphasizing its sleek design and all-in-one functionality.

Duration: 5s-30s

Choose one of the scenarios **you are most related to** or you can film other scenarios you find more practical. **Film it in your own style. We always encourage creativity.**

Scenarios



Driver license check: Seamlessly retrieve your driver's license and keep your phone secure with the MOFT card holder during a police check.



Bar/Club ID Check: Easily access your ID and keep your phone handy with the MOFT card holder during bar or club entry checks.



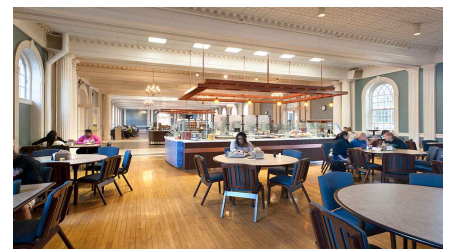
Office entry check: Quickly access your office ID and stay organized with the MOFT card holder during office entry checks.



Gym: Effortlessly check in with your gym card and use the MOFT card holder as a stand to record your exercise videos.



Public waiting area: Effortlessly access your cards and use the MOFT card holder as a phone stand for hands-free convenience while waiting in a public area.



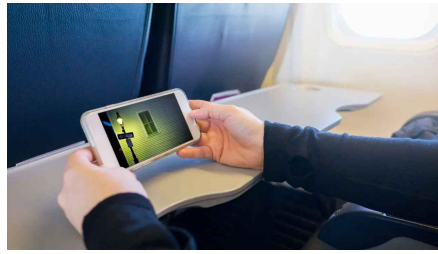
Dining Hall: Effortlessly access your ID card and enjoy hands-free dining with the versatile MOFT card holder and phone stand in the dining hall.



Working: Effortlessly access your work ID and use the MOFT card holder as a phone stand for hands-free convenience while working.



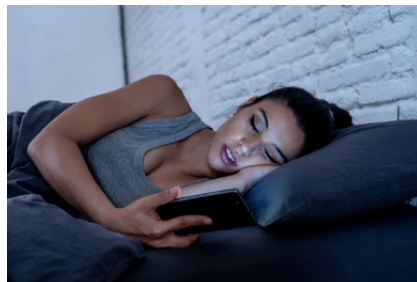
Library front desk: Quickly access your ID card and prop up your phone for study sessions with the MOFT card holder and phone stand at the library front desk.



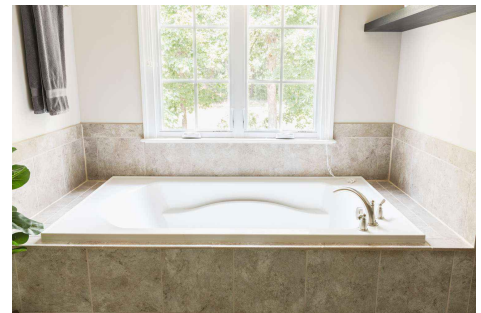
Travelling: Easily access your travel documents and keep your phone secure with the MOFT card holder during your journey on an airplane, subway, or bus.



Kitchen: Conveniently access your recipe cards and use the MOFT card holder as a phone stand while cooking in the kitchen.



Bedroom: Easily access your essentials and use the MOFT card holder as a phone stand for hands-free convenience in the bedroom.



Bathtub: Keep your essentials safe and use the MOFT card holder as a phone stand for hands-free entertainment while relaxing in the bathtub.

Duration: 35s - 45s



Grip

Use it as a grip.



Wallet

Holds 2 cards.



Stand

Watch videos anytime.

Comfort in 3 Angles



Visual

Visual

Based on the scenarios characteristics:

- **Make sure to show all the functions of the product** (card holder, support phone vertically & horizontally)

Talkpoints

- **Built-In Grip:** Emphasize that the phone comes with a built-in grip, so no extra attachments like a Popsocket are needed.
- **Secure Attachment:** Highlight the security of the attachment, comparing its strength to MagSafe technology, to assure viewers that the wallet won't fall off.

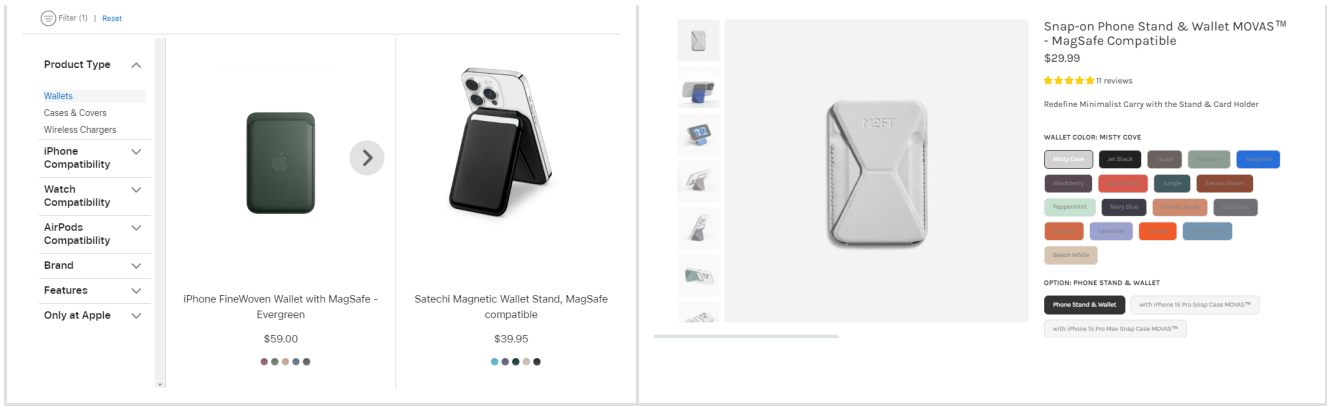
Duration: 45s - 55s

Voice Over Points

- Explain moft price compared to apple wallet.

Visual

<p>Show detailed picture compared to Apple's MagSafe wallet:</p>	<p>MOFT (14 colors):</p>



Duration: 55s - 60s

Ending

Have a **call to action** sentence at the end of video.

Talkpoints

Examples:

"Unlock Convenience: Enjoy **\$5 Off** on TikTok Now!"

