Baker Robbins & Company 2003 Holiday eCard Storyboard v1.0

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| - **Scene 01 -**  Fade into view of polar bear cub seemingly trapped in a deep, narrow gully.  ***Corporate metaphor:*** *an unexpected situation that needs to be readily addressed* | **- Scene 02 -**  Cut to view of mother polar bear desperately trying to find a way to reach her cub  ***Corporate metaphor:*** *the client (polar bear) takes notice of the situation and tries to immediately resolve it.* |
| **- Scene 03 -**  Zoom out to view the mother polar bear still trying to save her cub.  ***Corporate metaphor:*** *the client, after unsuccessfully trying to solve the problem, finds that immediate outside assistance is necessary.* | **- Scene 04 -**  A penguin waddles over to see why the mother polar bear is in such distress.  ***Corporate metaphor:*** *BRCo (the penguin) assesses the client’s problem and makes an immediate assumption.* |

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| **- Scene 05 -**  Penguin sees that the cub is trapped in the gully and calls for some backup to assist.  ***Corporate metaphor:*** *BRCo prepares a team for a client engagement.* | **- Scene 06** -  Group of penguins converge on gully ledge to assess the problem.  ***Corporate metaphor:*** *BRCo team reviews the problem and begins to plan a project methodology.* |
| **- Scene 07 -**  Penguins gather for a group huddle to discuss their plan.  ***Corporate metaphor:*** *BRCo team has a JAD session to figure out how to best approach the problem effectively and inexpensively.* | **- Scene 08 -**  The mother polar bear watches on and takes notice to their idea.  ***Corporate metaphor:*** *client impressed with BRCo’s quick turnaround with a project plan and immediate execution.* |

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| **- Scene 09 -**  Penguins put their plan into action…  ***Corporate metaphor:*** *BRCo puts their plan into action.* | **- Scene 10** -  … creating the means…  ***Corporate metaphor:*** *BRCo will “travel” to great lengths to fulfill its client obligations and conscious of “risk.”* |
| **- Scene 11 -**  … for the cub to climb out unharmed and into it’s mother’s waiting arms.  ***Corporate metaphor:*** *Problem is readily resolved in record time and under budget.* | **- Scene 12 -**  The mother polar bear hugs her cub with a sigh of relief and happiness.  ***Corporate metaphor:*** *client VERY happy with BRCo’s deliverable.* |

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| **- Scene 13 -**  The cub hops on it’s mother’s back, preparing to leave. But before hand…  ***Corporate metaphor:*** *Post-project due diligence.* | **- Scene 14** -  …to express her gratitude, the mother polar bear makes a notion for them to join her. Penguins graciously accept. |
| **- Scene 15 -**  … and off they go together… new friends.  ***Corporate metaphor:*** *BRCo has made a partnership for life.* | **- Scene 16 -**  Fade to closing message and holiday greeting. |