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**Evolution**:

* Solid first draft
* Changes since then:
	+ Narrator cut
	+ Cut to different scenes
	+ Kid going to school at end changed to bedtime to show full circle
* Details added and solidified
* Transitions changed
* Scene cut

**Audience**:

* Moms with young kids/expecting moms

**Benefits of Edwin**

* Educational
* Durable
* Investment (as a toy, educational tool, and entertainer)
* Promotes family bonding

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|  | **Video** | **Audio** |
| :00-:02 | Blank black screen | Baby crying, stays steady |
| :03-:06 | Sitting on the baby’s nightstand is Edwin who lights up on the left ⅔ of the screen and begins playing Lullaby from Edwin’s nighttime app. Next to the nightstand is the corner of the baby’s crib. Almost immediately after Edwin lights up and plays music, the newborn (implied, don’t actually see the baby) stops crying. The camera keeps an eye level, close up shot on Edwin the entire scene, into the next scene. | “Lullaby” from Edwin starts and crying stops |
| :07-:12 | Edwin remains on the left ⅔ of the screen while the background dissolves into the bathroom with the child’s mother holding Edwin. The camera starts to zoom out while following the mom (tracking shot) walk towards the bathtub as she is choosing a song to play through Edwin from the bathtime app on her phone in her other hand. The camera zooming out reveals a one year old boy in the bathtub surrounded by bubbles with his arms outstretched for Edwin in the right ⅔ of the screen. The camera shot goes to a wide shot of the baby playing with Edwin as the mom is sitting on the floor outside of the tub. The bathtub is white while the wall behind the tub is a light blue tiled wall with rainbow bathtub letters spelling “EDWIN” stuck to it above the child’s head. The mom is in her 30s with brown hair up, caucasian skin, light wash jeans, and a dark blue tshirt. The camera zooms (hard cut) in to a close up on Edwin in the middle of the screen floating in the bathtub surrounded by bubbles. | The Lullaby from the nighttime scene stops whenever a bathtime song is chosen and begins to play. Once Edwin is handed to the toddler and he begins playing with it, splashing and both the child and the mother laughing become prominent over the song, though song is still playing. |
| :13-:17 | The close up shot of Edwin in the middle of the screen remains the same while the background of bubbles in the tub dissolves into a background of a hardwood floor where Edwin is sitting. The kid picks up Edwin and as the camera is following Edwin up it begins to zoom out and move up to a wide shot, bird’s eye view camera angle. On the ground is an iPad with a game on the screen in the middle of the 3 year old child, his mother, and his father. The child is wearing tan khakis and a purple long sleeve t shirt with brown hair. The mom is the same actress from the bathtub scene: 30s, brown hair is down, dark wash jeans, and red t shirt. The dad is also caucasian in his 30s with brown hair wearing jeans and a red/blue flannel. | Bathtub song ducks under any noises from the game and the child and his parents talking and laughing. The boy is shouting out shapes while his parents are cheering him on (“Good job!”, “You got it!”, “Way to go!”). |
| :18-:20 | Screen cuts to game on iPad to see what’s happening on the screen | Game noises |
| :20-:23 | Cut back to eye level mid shot of kid’s face laughing. The kid then picks up Edwin and continues laughing. Camera zooms in to close up of Edwin in the middle of the screen with boy’s face behind him. | Child laughing with noises from the game in the background |
| :23-28 | Close up shot of Edwin with kid’s face in the background stays the same while the background dissolves to an older kid (5 years old) in his bedroom. Camera zooms out to wide shot of boy sitting in his bed with duck pajamas (light blue, ducks all over the pants and big duck on shirt) holding Edwin until mom tells him “time for bed!”. Kid then puts Edwin on nightstand and turns Edwin’s light and Lullaby on with the iPad on his nightstand. Mom is not shown, but implied that she then turns light off. Camera zooms to close up of lit up Edwin in the middle of the screen, which dissolves to black behind Edwin. | “Honey, it’s time for bed!”.”“Okay, mom!”Lullaby starts, faint click of light switch as light turns off. |
| :28-:30 | Edwin remains in the middle of the screen lit up as “Edwin is always there.” comes onto the screen above Edwin. | Lullaby fades out as commercial ends. |