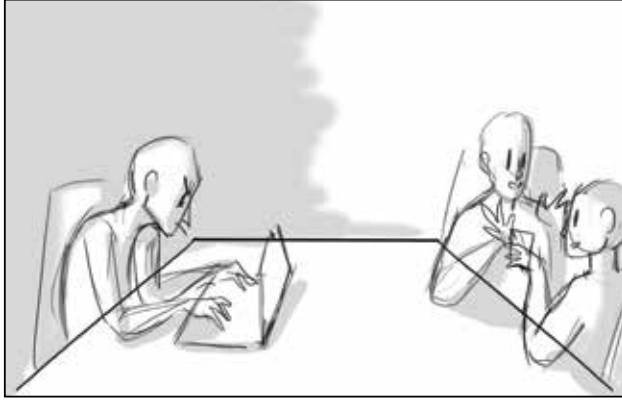


doll Ad 2: TV Storyboard Thumbnails

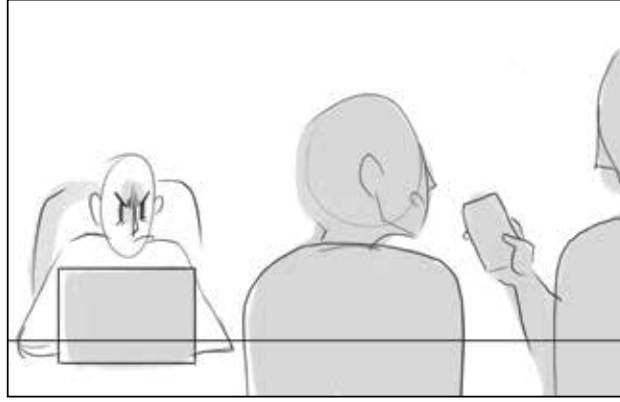
Name Slacker Part 1: Office Drama

Product _____



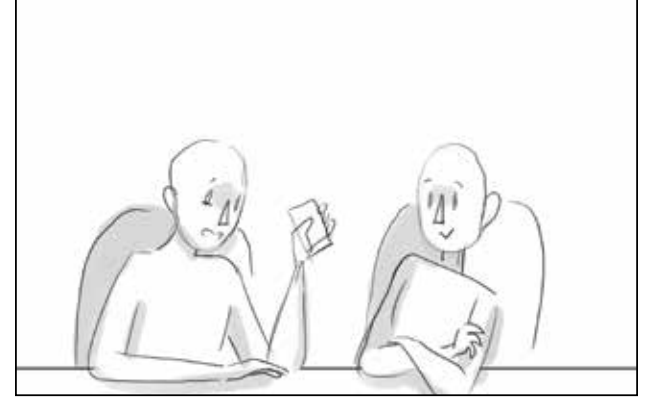
Audio: Typing and chattering

Video: Four employees are working in a conference room. 3 are sitting together on one side of the table, on their phone, chatting and eating, while one employee, Jim, sits alone, looking annoyed.



Audio:
Jim: Hey, I'm working really hard here. Can you guys stop slacking?

Video:



Audio:
Slacker 1: (confused voice) Dude, no way!

Slacker 2: Slacking is the best way to work!

Video:



Audio:
Boss: I just wanted to thank these guys for all the slacking they do.

Video: Boss Enters with cake and blows party horn.



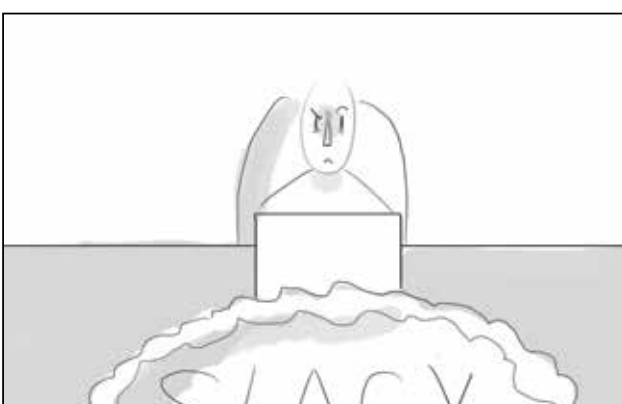
Audio:
Jim: Thank them?!

Video:



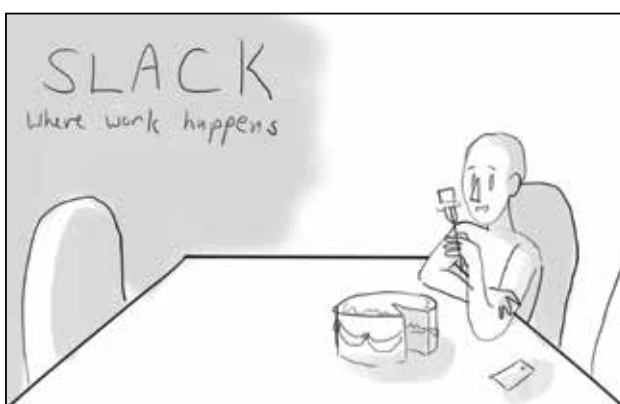
Audio:
Boss: Well, they work so quickly and efficiently as a team!

Video: Shows cake with "slackers rock" or something written on it



Audio:
Boss: Jim, you should really be slacking more.

Video: Sets cake down showing Jim's shocked face



Audio:
Slacker 1: (while eating cake, in a casual tone) Slack is the collaborative hub where work happens.

Video:

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Name Slacker Part 2: Getting Fired

Product _____



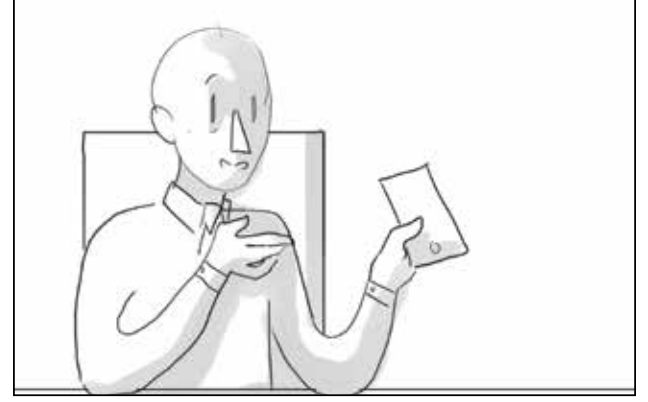
Audio:
Boss: I'm sorry, Jim, but I'm going to have to let you go. You just aren't slacking enough.

Video: The Boss sits at his desk in his office across from his employee, Jim.



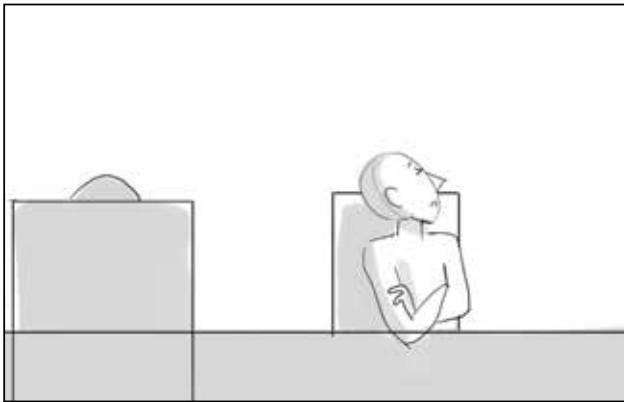
Audio:
Jim: What? But, Sir! I never take sick days, I always answer my emails-

Video:



Audio:
Boss: But you don't slack. Jim, I get the reports every month. You haven't slacked once this whole quarter!

Video: Boss shows Jim his phone.



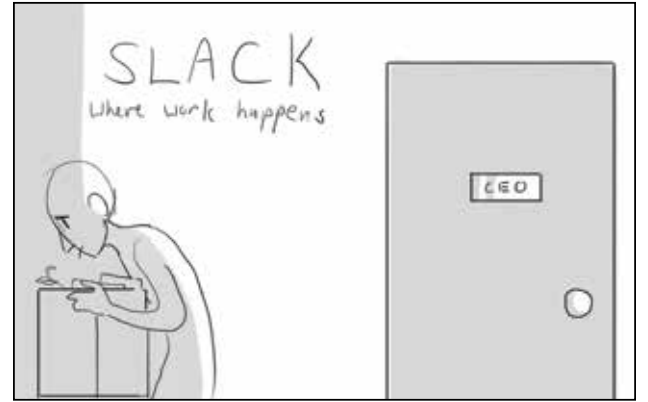
Audio:
Jim: Well maybe I don't want to slack. Maybe I'm just not a slacker.

Video:



Audio:
Boss: It hurts me that this is what you've become. I'm sorry. Please clean out your desk.

Video:



Audio:
Jim: Slack is the collaborative hub where work happens.

Video: Cut to Jim with a cardboard box.

doll Ad 2: TV Storyboard Thumbnails

Name Slacker Part 3: Motivational Speaker

Product _____



Audio:
Speaker:
Strive for success, be a team player, and most importantly, be a slacker. (points) Take this young woman. Now *she* is a slacker!

Video: A motivational speaker stands in front of an audience



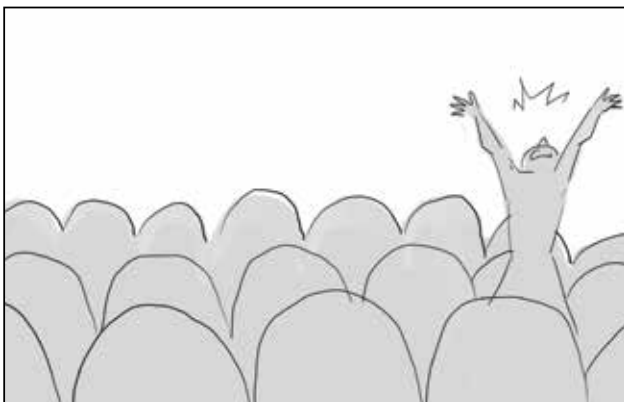
Audio:
Slacker: I'm slacking right now!

Video: Holds up phone.



Audio:
Speaker: You are going places. To audience: Never stop slacking. Take notes.

Video:



Audio:
Jim: Ugh!!

Video: Angry and sad, Jim stands up and leaves dramatically.



Audio:
Slacker: Slack is the collaborative hub where work happens.

Video: Cut to Slacker in the auditorium, alone. She looks up.