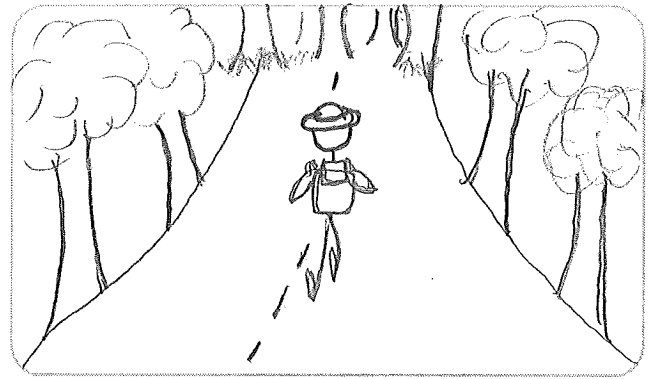**As a marketer...**

Notes: We see a character in safari gear (backpack, map, safari hat, binoculars). He stops and waves.
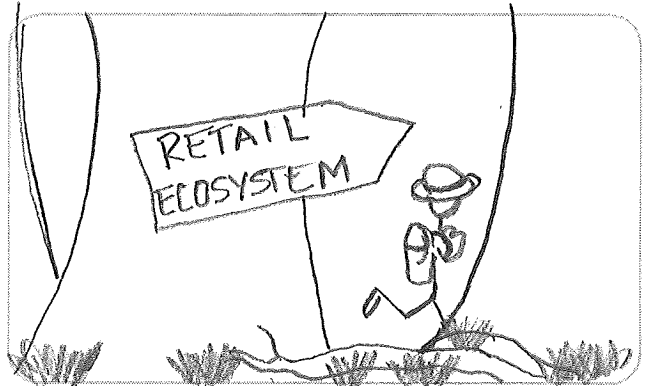

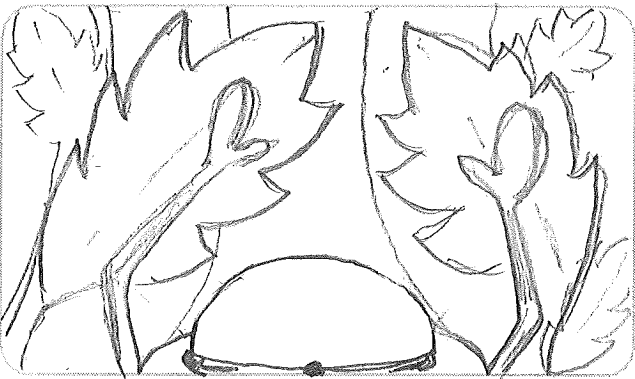**Notes:** Character is walking up a road and the trees and brush begin to thicken.

...ecosystem works.

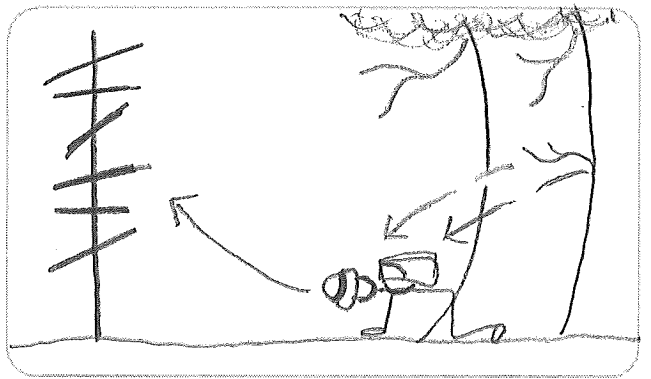**Notes:** Sign appears on a tree. We hear sounds of forest/jungle creatures.

You also may...

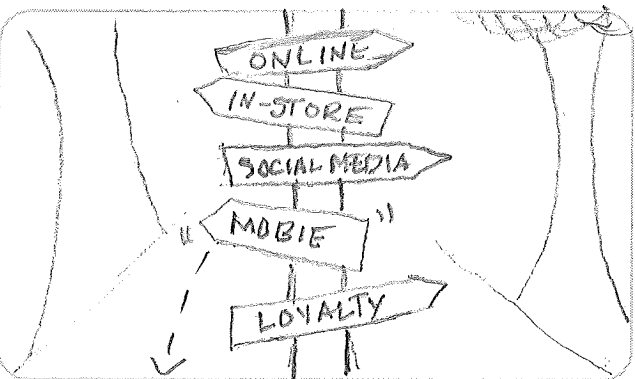**Notes:** Character enters the forest/jungle.

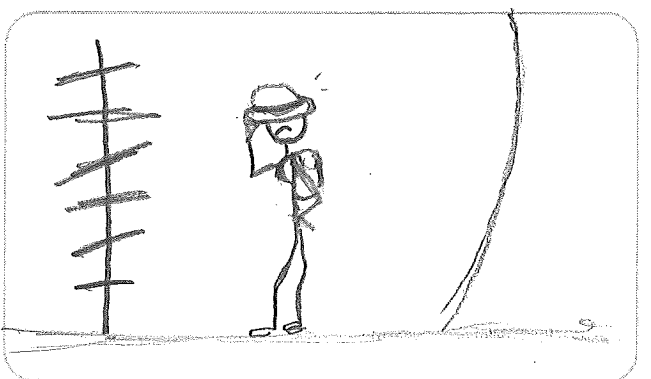**Notes:** Character is seen trying to navigate through thick forest brush.

...harder to navigate.

Notes: Character falls into a clearing out of the brush. He looks up and sees a sign.

Online, in-store, social media...

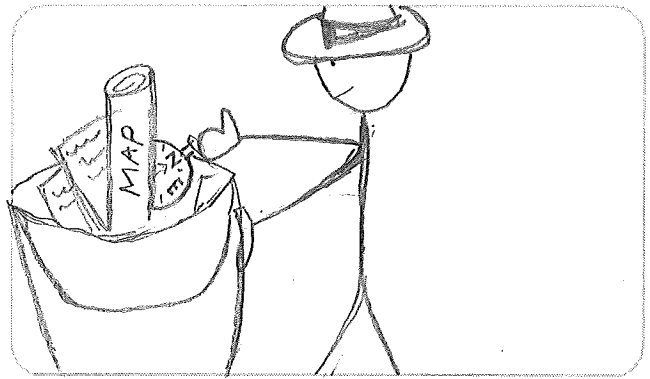**Notes:** We see a shot of this old sign. The "mobile" sign starts to swing loose and falls in a pile of dirt and dust.

...of customer data,

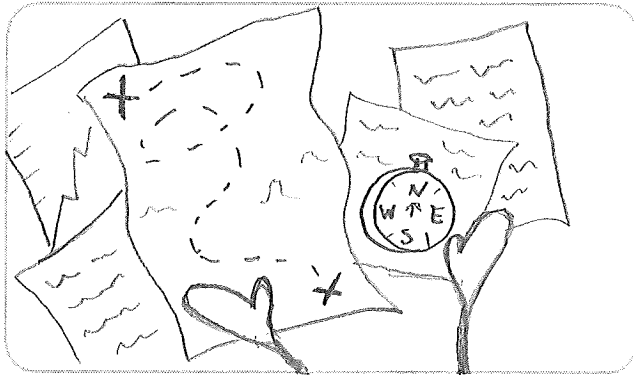**Notes:** Zoom out to see character stand up in front of the sign, look at the sign and scratch his head in confusion.

making it tough for you
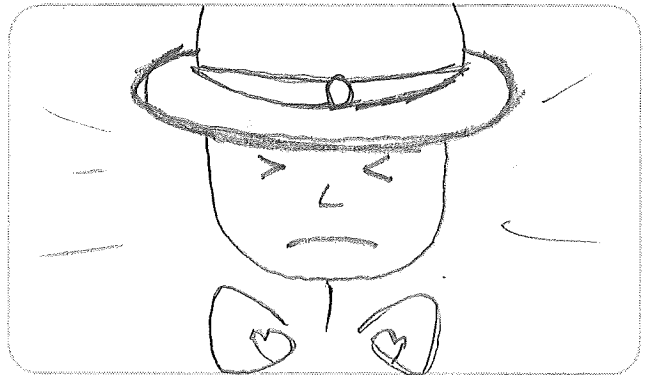**Notes:** Character grabs for his backpack and opens it.

to uncover valuable information.
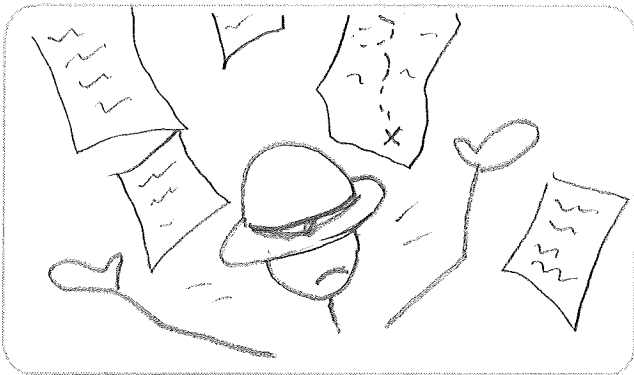**Notes:** Character grabs map, papers, compass, etc out of backpack.

More time is spent...
Notes: We see the character looking through map, and sifting through papers.

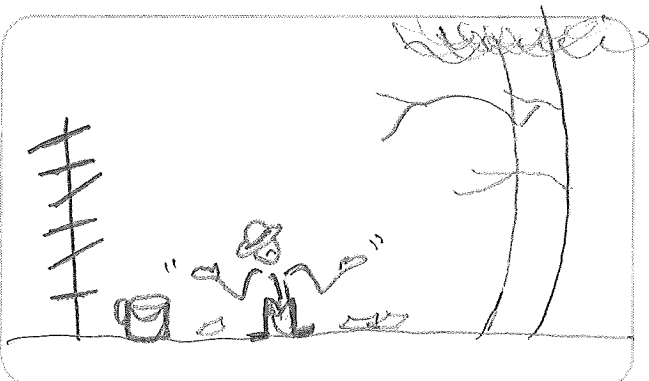**Notes:** Character becomes visibly frustrated.

Notes: In a fit of frustration, the character throws map and other papers up in the air.
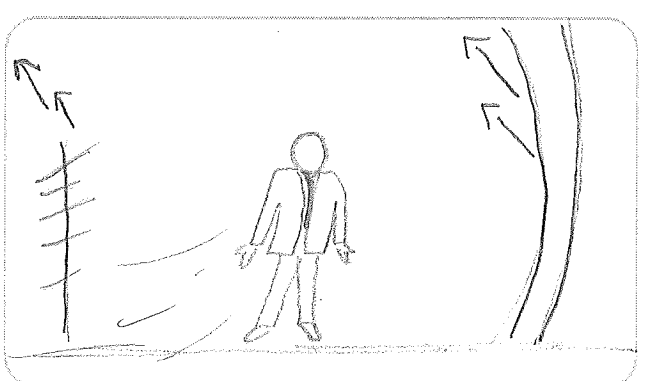

...and driving business.
Notes: Character slumps down in front of the sign and papers fall around him.
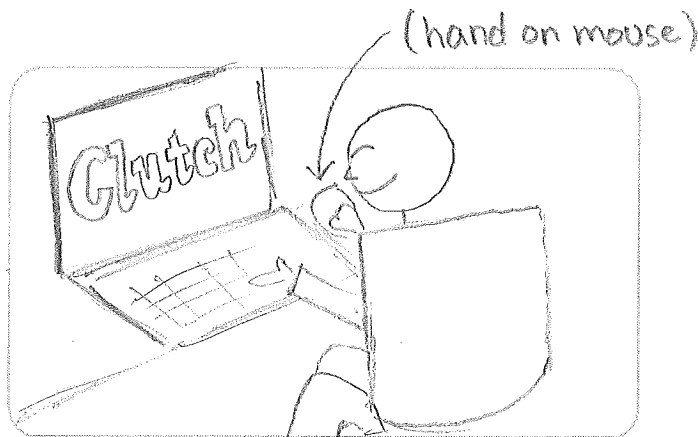

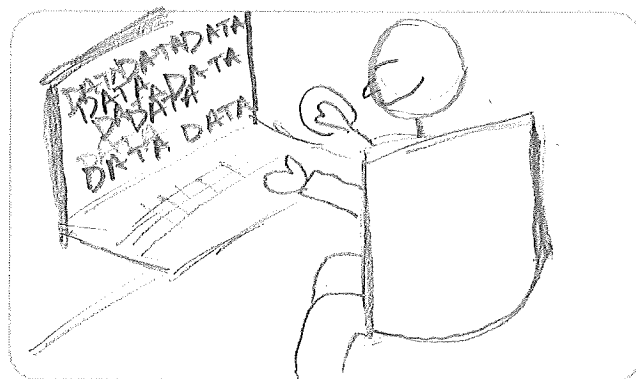**Notes:** Character shrugs as if to say "I don't know?"

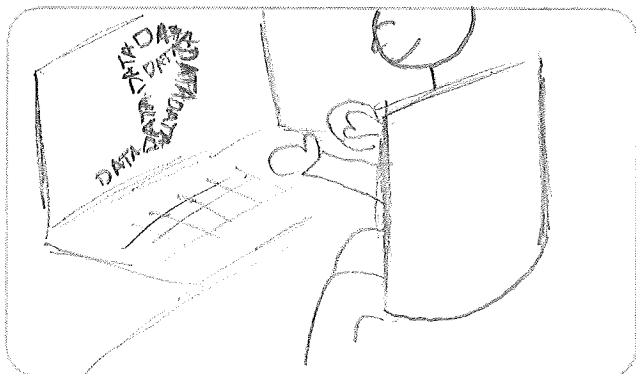**That's why at CLUCTH, we deliver...**
Notes: Trees and sign fall away. Character's safari gear disappears and character is seen with a suit on and suddenly in an office in front of a computer.
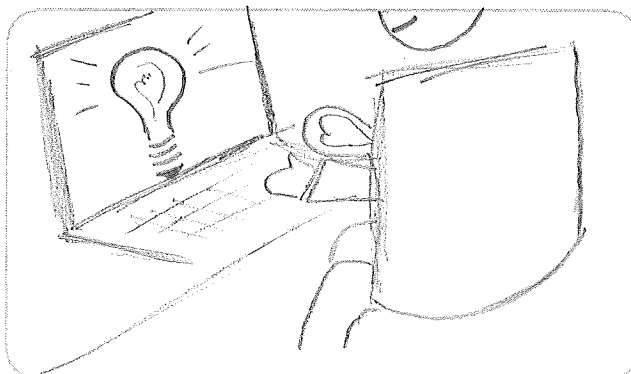
(hand on mouse)

Notes: Computer screen has CLUTCH logo.

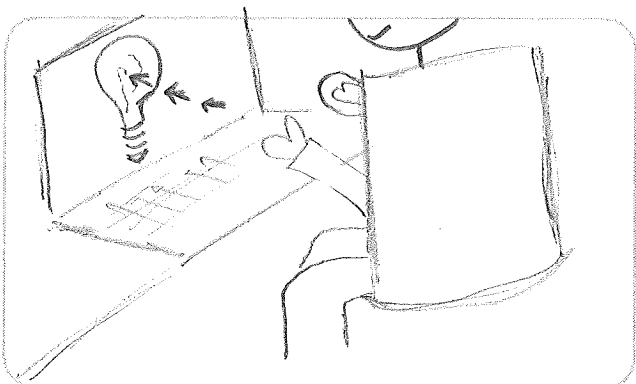**Notes:** CLUTCH logo fades and the word "data" starts to populate the computer screen in a jumbled mess.

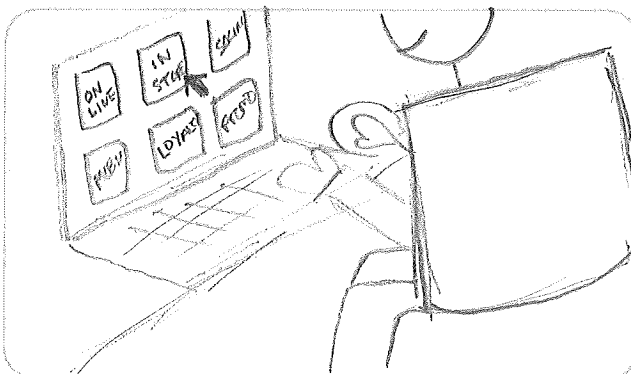**Notes:** All the "data" words start to merge.

...highly segmented business intelligence.
Notes: The words finally merge to form a lightbulb on the screen, and after the word "intelligence" is spoken, it turns on and shines brightly.
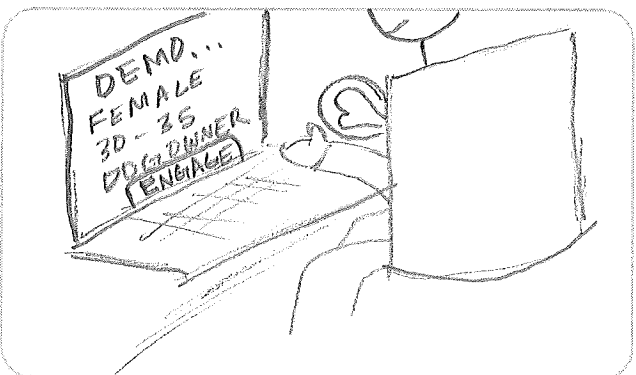
With just a few clicks, you'll be able to...
Notes: We see a mouse arrow move across the screen and click on the lightbulb.

...customized segments in real time.
Notes: When lightbulb is clicked, it disappears and several boxes pop up on the computer screen that show each different segment.
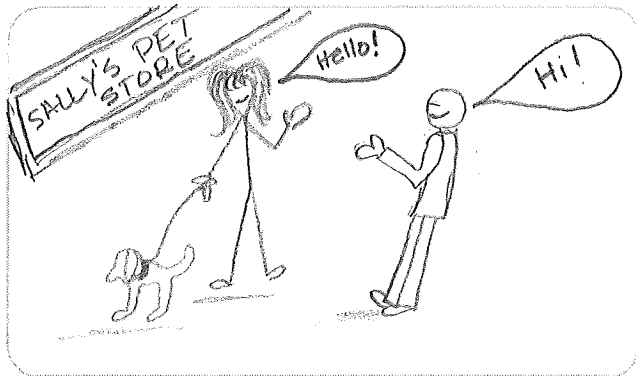
As you uncover important business intel...
Notes: Mouse arrow clicks on "in-store" box and a scroll of a certain demographic comes up on the screen. We also see an "engage" icon.
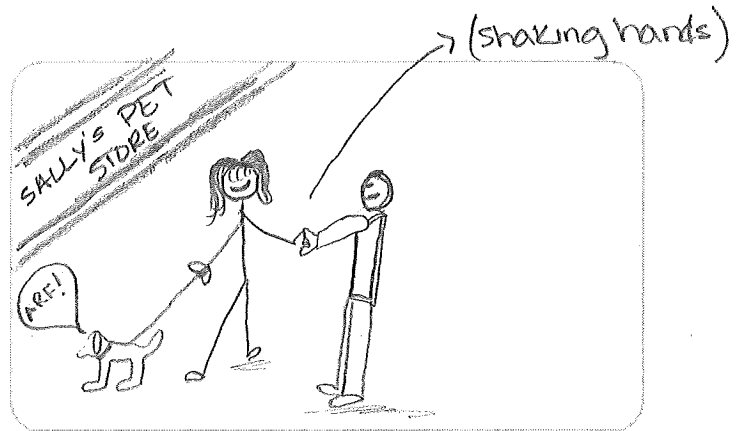
...based on those results.
Notes: We see the mouse arrow move to the "engage" button and click it.

This instant segmentation will...

Notes: Computer and office setting flies away. The marketer character is then shown speaking with the previously shown demographic.

...highly relevant and personalized way.

Notes: The characters shake hands and are having a visibly positive interaction.

CLUTCH technology helps you form valuable...

Notes: Our marketer character waves goodbye to their demographic character.

...all while building your brand.

Notes: We zoom in on our demographic character and see her pull out her phone and tweet a positive message that she will be returning.
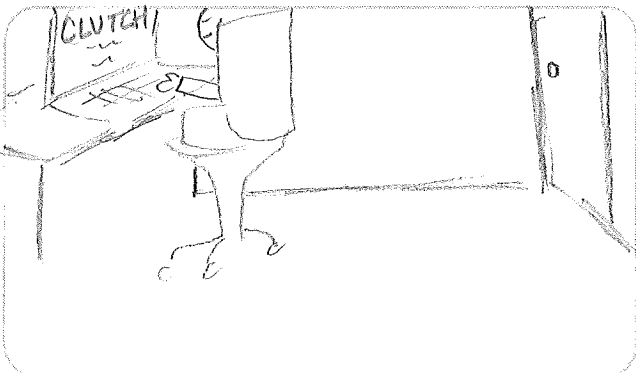

To learn more, simply visit us on the web...

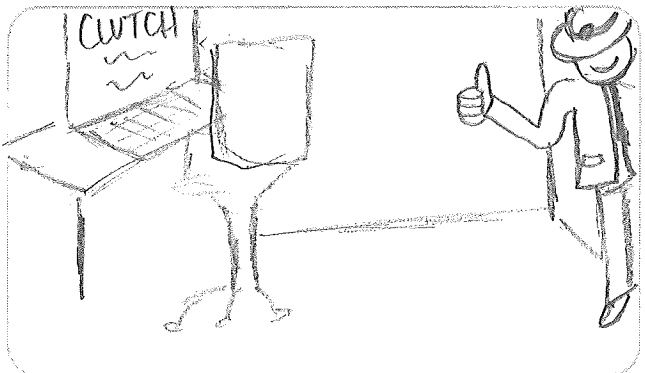**Notes:** Scene fades and CLUTCH logo comes full and we see the web address.

...to show you a demo.

Notes: Add phone number.

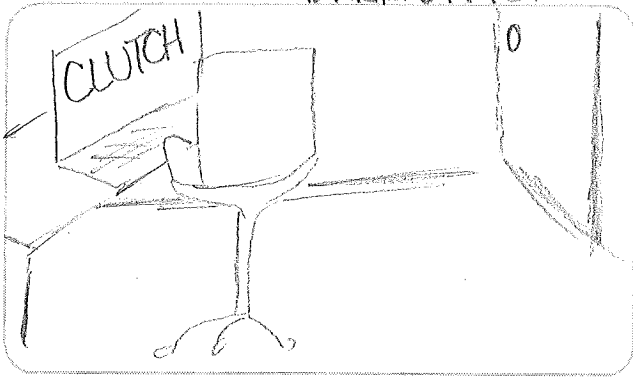**We give you the tools...**

Notes: Shot zooms out to see the info on the computer screen and we're back in the office.

...bottom line.

Notes: The marketer character gets up to walk out, but comes back and grabs his safari hat and puts it on. Gives thumbs up after "bottom line" is spoken.

DARK OFFICE

Because that...

Notes: Character turns light off and leaves office. We see CLUTCH logo still glowing on the computer screen in the dark room.

is CLUTCH.

Notes: CLUTCH logo comes full screen.