

Smartshopper Pro_Intro

written by

Sara Tamburelli

1 INSERT: B-ROLLS EXHIBITION SPACE

Here's a glimpse of the different rooms inside the exhibition space: B-roll shots show, in the first room, a close-up of a frame on Canva, a portrait of a person wearing eyewear, and a poster of an eyewear campaign. In the other room, right at the center, a big installation covered by a veil conveys a sense of mystery.

GERARD (V.O.)

Today, we can no longer ignore the extent of technology. We are facing a real cultural change, and how we live and do business proves it.

2 INT. EXHIBITION SPACE - DAY
(GERARD)

GERARD, a sophisticated exhibition curator, moves throughout the rooms, checking that every work of art is correctly displayed. We continue to hear his voice, but he has not spoken directly to the camera yet.

GERARD (V.O.) (CONT'D)

It's what people demand, more and more: an omnichannel experience. A common ground where physical and digital meet.

3 INT. STUDIO INTERVIEW - DAY
(GERARD)

Gerard sits in a folding chair. Behind him, there is just a light stand and a very minimal setting. He is facing someone we don't see. We have just caught him in the middle of an interview.

GERARD

But, to be successful, technology must be simple and immediate.

4 INT. EXHIBITION SPACE, FIRST ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Close-up of a canvas made by different kinds of frames stuck to it.

GERARD (V.O.)

The concept of space is here completely disrupted.

The camera widens to reveal the first exhibition room shown at the beginning, filled with temples, lenses, materials, on model portraits and numerous eyewear models displayed. Gerard is talking to a group of curious opticians.

GERARD

Think about the evolution of the store as we know it.

5 INT. STUDIO INTERVIEW - DAY

Back with the interview.

GERARD

It does not end within its physical walls...

6 INT. EXHIBITION SPACE, FIRST ROOM - DAY

Gerard, standing in front of the opticians.

GERARD

...but it is potentially extended to infinity. Follow me.

Gerard starts moving from the canvas throughout the room, followed by the group.

GERARD (CONT'D)

A place where selling eyewear reaches a whole new level. Where people can have an immersive, taylor-made experience.

7 INT. STUDIO - DAY

(GERARD)

Gerard, back with the interview.

GERARD

Now, I would like to ask you a question.

8 INT. EXHIBITION SPACE, FIRST ROOM - DAY

(GERARD, GROUP OF 4 OPTICIANS)

Gerard has reached the point where the first room ends, and a narrow corridor leads to the second room of the exhibition space. The Smartshopper monolith can be glimpsed.

The group is standing in front of him. The camera starts moving behind them, framing Gerard between their shoulders.

GERARD

Is it possible to transcend the
physical and access a new, seamless
approach?

Close-up on one of the opticians that steps in.

VISITOR #1

Is it?

9 INTERCUT - INT. STUDIO INTERVIEW / INT. EXHIBITION SPACE -
DAY

(GERARD, GROUP OF 4 VISITORS)

While we see Gerard doing the interview, images of the
opticians entering the second room and reaching the big
installation take turns.

GERARD

Imagine a boundless space with
thousands of sun and optical models
displayed.

10 INT. EXHIBITION SPACE, SECOND ROOM - DAY

(GERARD, GROUP OF 4 OPTICIANS)

Gerard grabs the veil that covers the monolith. The camera
gets closer to him.

Gerard unveils the installation. The veil covers the camera,
and the video fades to black before we can see what's hidden
under it.

GERARD (V.O.)

This is Smartshopper.

FADE TO BLACK.

Smartshopper Pro_The Unveiling

written by

Sara Tamburelli

1 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Gerard is holding the veil. He has just unraveled the Smartshopper. The installation turns on, and the Smartshopper logo appears on its big screen. The room is filled with iPads fixed on the wall, showing different Smartshopper screens.

The group of visitors, consisting of ERIC (45), SOPHIA (40), ROBERT (50), and AVA (25), is in awe in front of Smartshopper.

ENTIRE GROUP
(murmuring)
Wow!

2 INTERCUT - INT. STUDIO INTERVIEW/INT. EXHIBITION SPACE - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Gerard is interviewed, sitting on a folding chair in a very minimal setting. An assistant shows him something on an iPad. Gerard nods, and the assistant exits the frame. Parallely, on the installation, images of the Smartshopper interface take turns.

GERARD
Where were we? Oh yes! The Smartshopper tool is an in-store digital shopping assistant. It has a catalog of countless models.

3 INT. INTERVIEW STUDIO - DAY
(GERARD)

Gerard, continuing the interview.

GERARD
The widest selection of sunglasses and eyeglasses, available in very realistic and accurate 3D images that allow to appreciate every single detail. With Smartshopper, you're not just delivering a service.

4 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Gerard looks at the Smartshopper screen on the installation.

GERARD

You're changing forever the way
customers experience your stores.

Suddenly, behind him, a voice rises. It's Eric.

ERIC

Is it really going to take my store
to the next level?

Gerard turns. He is about to answer when Robert steps in.

ROBERT

It doesn't seem so easy to use to
me.

5 INT. STUDIO INTERVIEW - DAY
(GERARD)

Back with the interview.

GERARD

Smartshopper brings with it a
necessary cultural change. So, it's
normal to feel insecure or even
reluctant initially. But the truth
is...

6 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 5 OPTICIANS)

Gerard moves from the monolith, followed by the group.

GERARD

...it's game-changing.
Let's try a little test.
(to Eric)
Could you take that iPad, please?

Eric takes one of the iPads hanging from the surrounding
walls.

Gerard comes closer to him, and they start talking.

7 INT. STUDIO INTERVIEW - DAY
(GERARD)

Back with the interview.

GERARD
Imagine you suddenly run out of
stock of a particular model.

8 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, ERIC, ROBERT)

Gerard and Eric aside, talking.

ERIC
Yeah, it happened one day. I sold
the last Ray-Ban Square with blue
Chromance lenses I had in store.

While Gerard moves towards Robert, he continues talking to
Eric.

GERARD
Wow, good memory! Ok, pretend that
day is today.

Gerard reaches Robert and starts talking to him as well.

9 INT. STUDIO INTERVIEW - DAY

Back with the interview.

GERARD
What happens if, later that same
day, a customer arrives and says...

10 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Eric and Robert face each other while the rest of the group
looks at them. Gerard is next to Eric.

ROBERT
I'd like to try a pair of Ray-Ban.

ERIC
Sure. Do you have a particular
model in mind?

Robert shares a glance with Gerard, then turns back to Eric.

ROBERT
Yes, actually. A Ray-Ban Square,
with blue Chromance lenses.

Eric looks at Gerard, a little hesitant. Then, he turns towards Robert.

ERIC
I'm sorry, sir, I just sold the last one.

Before Robert can reply, Gerard intervenes.

GERARD
Ah ah! Just so you know - that won't be your answer anymore. Not with Smartshopper.

Gerard starts helping Eric to use Smartshopper on the iPad.

11 INSERT: SMARTSHOPPER INTERFACE

Gerard's hand scrolls down the Smartshopper screen, showing the filter tool and brands' selection.

GERARD (V.O.)
Whatever your customer desires, you can find it inside here, in the infinite catalog.

13 INTERCUT - INT. STUDIO INTERVIEW/INT. EXHIBITION SPACE - DAY

While Gerard continues the interview, images of him showing Smartshopper on the iPad to the entire group take turns.

GERARD
What if you don't usually have a specific brand or product in your store? Or if children, athletes, or luxury addicts are not your first thought when it comes to deciding your assortment?
(pauses and smiles)
Well, try changing perspective. What if you could create a new virtual area dedicated to those products you don't keep in stock instead? Or if you could impress parents or a particularly demanding customer with all the models available, even if they aren't physically present on your shelves? That's what Smartshopper can do.

14 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Gerard is showing the iPad to the group. Suddenly, Robert comes up.

ROBERT
But you can't try the glasses on.

Gerard interacts with the iPad screen. Then, he gives Robert the iPad.

GERARD
Well, since you have a virtual
store, you also have The Virtual
Mirror feature to try them on.

Robert's face appears on the iPad screen. The glasses pop up on his face right after.

GERARD (CONT'D)
Amazing, don't you think?

While Eric and Sophia observe Robert dealing with the Virtual Mirror, Ava gets closer to another iPad.

AVA
Is there anything else we should
know?

Everybody turns. Gerard smiles. The camera gets closer to his face as he looks in Ava's direction.

GERARD
Oh yeah.

FADE OUT.

Smartshopper Pro_The Customization Feature

written by

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1 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Ava and the rest of the group take one iPad from the wall and start using it.

A few meters away, Gerard takes a pair of Wayfarers from his trousers pocket. They have light green gradient lenses and a light tortoise frame. He wears them on and starts whistling to get their attention. Everybody turns towards him.

AVA
Nice glasses!

GERARD
Yeah, right?

SOPHIE
I've never seen this style before.

GERARD
Oh, I bet you haven't!

SOPHIE
Are they from a new collection?

GERARD
(with a smirk)
Actually, no...

Ava, Sophie, and the rest of the group exchange a glance of confusion and surprise.

2 INT. STUDIO INTERVIEW - DAY
(GERARD)

Gerard is wearing his personalized sunglasses.

GERARD
Wouldn't you love to add a unique
touch to your glasses?

3 INTERCUT - INT. EXHIBITION SPACE/SMARTSHOPPER INTERFACE
(GERARD, GROUP OF 4 OPTICIANS)

Images of Gerard taking Ava's iPad and showing its screen to everybody alternate with pictures from the Smartshopper interface, showing Ray-Ban Remix and Oakley Custom features.

GERARD (V.O.)

The Smartshopper's customization feature allows users to create an exclusive configuration, choosing from a wide range of colors and technologies for Ray-Ban and Oakley frames and lenses.

4 INT. STUDIO INTERVIEW - DAY
(GERARD)

We are back with Gerard and the interview. He doesn't wear his sunglasses anymore.

GERARD

Customizing an item means considering the emotional side of your customers' purchase experience. And understanding their tastes helps you gain important information for a future sale!

5 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Back with Gerard, surrounded by the group.

GERARD

It's a chance to stand out and feel special.

Listening to these words, Ava reacts enthusiastically.

AVA

I want that chance!

Her candid reaction makes everybody laugh.

GERARD

(indicating the iPad she's holding)

Go for it!

Gerard starts helping Ava with the customization feature. We start hearing Gerard's V.O. from the interview.

GERARD (V.O.)

Your favorite colors, the city you live in, an important event you want to celebrate...

6 INT. STUDIO INTERVIEW - DAY
(GERARD)

Back with the interview.

GERARD
...everything can help you design
your unique pair of glasses. And,
as an optician, you can go even
further.

7 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Ava shows her a pair of glasses customized to the group: a pair of Ray-Ban rounds with a golden logo, green lenses, and a gunmetal color frame. Sophie, Eric, and Robert compliment her.

GERARD
(to Ava)
Now they're ready to be displayed
in your store.

AVA
What?

GERARD
Yes! You're a trendsetter now! You
can influence any customer with
your creations!

SOPHIE
I would buy them!

AVA
(amazed)
That's so cool! Can I create just
one more pair?

GERARD
Sure, why not?
(to the group)
In fact... why don't you all have
fun with it?

Everybody agrees eagerly.

Gerard gives two other iPads, one to Sophie and Robert and one to Eric.

8 INSERT: SMARTSHOPPER'S INTERFACE MONTAGE

The screen splits as we follow the actions on the three Smartshopper interfaces (Ava is using Ray-Ban Remix again, Eric is using Oakley Custom, and Sophie and Robert are using Ray-Ban Remix). Every group creates a new model, choosing different lenses and colors. Eric also adds an engraving to his Oakley model.

GERARD (V.O.)

Are your customers part of a team
and want their team's name engraved
or its colors recalled? Are they
celebrating San Valentine's Day and
want something different to
impress? Are they obsessed with the
latest lens technologies?

9 INT. STUDIO INTERVIEW - DAY
(GERARD)

Back with the interview.

GERARD

Whether they take inspiration or
personalize from scratch, you give
them a memorable store experience.

10 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Ava, Sophie, Eric, and Robert show Gerard what they have just created.

GERARD (CONT'D)

Excellent work, everybody! Are you
happy with the result?

Everybody nods except Sophie.

SOPHIE

I was actually unsure about what
frame to choose. I left Robert to
make the decision.

ROBERT

I had no doubt. I love Clubmaster!

The others nod approvingly. Sophie continues.

SOPHIE

But what if a customer wants to use
this feature but doesn't know which
frame to start with?

11 INTERCUT - INT. STUDIO INTERVIEW/FRAME ADVISOR IMAGES
(GERARD)

While Gerard continues the interview, images showing the
Frame Advisor tool take turns.

GERARD

Frame Advisor! This tool will help
them define their face shape and
style, suggesting the best frame to
personalize! Whatever their needs
are, Smartshopper is there to help
you fulfill them.

12 INT. EXHIBITION SPACE, SECOND ROOM - DAY
(GERARD, GROUP OF 4 OPTICIANS)

Ava, Sophie, Robert, and Eric are looking at the iPads and
chatting with each other about Smartshopper. Gerard is next
to them.

GERARD

(to the group)

So, what is Smartshopper's great
potential?

The camera gets closer to his face.

GERARD (CONT'D)

Any volunteers?

FADE OUT.

Smartshopper Pro_Conclusion

written by

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INT. EXHIBITION SPACE, 2° ROOM - DAY

We start from the last scene of the previous script. Ava, Sophie, Robert, and Eric look at the iPads and chat with each other about Smartshopper. Gerard is next to them.

GERARD
(to the group)
So, what is Smartshopper's great potential?

The camera gets closer to his face.

GERARD (CONT'D)
Any volunteers?

INT. STUDIO INTERVIEW/EXHIBITION SPACE B-ROLL - MONTAGE

Instead of Gerard, we have the four opticians now being interviewed. We see them talking to the off-screen interviewer, one at a time. Their interviews alternate with quick b-rolls of them in the exhibition room with Gerard.

ROBERT

Robert sits on a folding chair. He looks around, clearly uncomfortable. It's probably the first time he's done an interview. Suddenly, he looks straight ahead, realizing the camera is already rolling. He needs to answer the question.

ROBERT
Oh, right...ehm, well, we can't ignore the extent of technology anymore. But I love that Smartshopper is so intuitive and very easy to integrate into the selling ritual.

B-rolls of him with Eric and Gerard during the role-play scene (video 2) take turns. They're caught in the moment the scene is over, and they're laughing together, proud of their performance.

ROBERT (V.O.)
You'll just need an iPad to carry around the store. I believe it's going to boost our work.

Back to Robert's interview.

ROBERT
(smiling)
It will be any optician's secret
weapon.

SOPHIE

Sophie, confident, sits elegantly on the folding chair. She's
already in the middle of her interview.

SOPHIE
And the experience provided in
store is beyond. Take the
customization feature, for
instance.

B-rolls of Sophie looking at Gerard's customized sunglasses
take turns.

SOPHIE (V.O.)
Even the most demanding customer
will feel valued by having the
possibility to make their glasses
unique. Sometimes, simply adding
just a special little touch to
them. This magic also allows us to
know our customers more intimately
and deeply.

Back to Sophie's interview.

SOPHIE
And because it's a customized item,
they will probably understand its
worth and agree to pay even more.

ERIC

Casual but stylish, Eric talks confidently to the
interviewer.

ERIC
But it's not just a tool to sell
more, cross-sell, or upsell. It
carries a new business model that
allows us to reduce the risk of
obsolescence, rationalizing
inventory.

AVA

With the iPad in her hands, Ava sits with her legs crossed, very at ease.

AVA

Customers will understand they
don't need to go anywhere else to
find what they desire.

ERIC

Back to Eric's interview.

ERIC

And that will increase their
retention and store loyalty.

END OF MONTAGE

INT. EXHIBITION SPACE, 2° ROOM - DAY

Gerard is now alone in the room. He puts the iPads back on the wall and looks around to check that everything is in the right place. We start hearing him in v.o.

GERARD (V.O.)

No matter how big or small a store
is, if you meet a very picky
customer, satisfying their specific
request can sometimes be a hard
challenge. And the result is they
could leave your store with a good
compromise.

INT. EXHIBITION SPACE, ON CAMERA

Gerard is now in front of the camera, looking at the off-screen interviewer.

GERARD

But why settle for a good
compromise when your customers can
be 100% satisfied with the infinite
solutions Smartshopper offers?

Gerard smiles.

FADE OUT.