



## Walmart Intel video Copy / Script

Audition script:

CUSTOMER

I'm trying to decide between these two computers, but I don't really know what all these numbers mean.

ASSOCIATE

I understand. When you're buying a computer, it helps to know a little bit about the components. The most important part to consider is the processor. It's responsible for making everything happen in the computer.

Customer nods, but has a blank look on her face.

ASSOCIATE

I'm not that technical, so I like to think of a computer like a kitchen.

CUSTOMER

A kitchen?

Thought bubble appears above customer with a picture of a standard home kitchen – nothing too fancy. The implication is that this is the customer's own kitchen.

ASSOCIATE

Yes, let's start with the cook. The cook is the one who makes everything happen in the kitchen.

Customer imagines herself in the kitchen. She wears an apron with an Intel Inside® logo on it. The thought bubble opens up to encompass the screen, with the next few lines of dialogue happening as voice over (VO).

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CUSTOMER

So which processor I buy depends on what I want to do with the computer.

ASSOCIATE

That's right. I always recommend that you think about what you want to do now, and what you might want to do in the future.

CUSTOMER

That makes sense. But what about memory? How do I know how much memory I need?

ASSOCIATE

That also depends on what you want to do with your laptop. The more memory you have, the more you will be able to do at once. Let's go back to our kitchen. You can think of a computer's memory like burners on a stove.

ASSOCIATE

Yes, let's start with the cook. The cook is the one who makes everything happen in the kitchen