

## Audio Description 1.2.5 Adopt Script

Accessible Audio Description Voice Over Script for KIWI HTVs FY2019 Batch 3 and 4

Brand: KIWI

Video Title: How to Videos

Country Airing Commercial: Global

Producing Agency: Molecular Chicago

Written by: Lauren Schatzel

Email: Lauren.schatzel@energybbdo.com

**Product: KIWI Boot Waterproofer**

**ISCI: GLOGEN9009H**

**Describer:** Red Kiwi bird, title text 'how to provide tough silicone protection for your boots'. Hand on screen holding a bottle of Kiwi Boot Waterproofer spray. Work boot being sprayed with aerosol product to evenly cover shoe. Let shoe dry for one hour. Hand spraying shoe again, repeating steps for maximum protection to provide long-lasting coverage. Shoes on table, one shoe protected by product and dry, the other shoe wet and unprotected. End text 'an extremely tough water barrier for your toughest boots' Kiwi logo, end text 'with every step, walk with pride'. Red background with centered white text reads SC JOHNSON, underneath in small text, a family company at work for a better world.