

KIWI Has Your Shoes Covered AUDIO DESCRIPTION

[00:00]

There is a funky guitar song playing throughout the video. The first scene starts on a black background. The red logo of the KIWI brand dissolves on from the left to the right side of the screen. The logo consists of an illustration of a kiwi bird and the letters that spell kiwi. Below the red letters are white text that reads Has Your Shoes Covered.

[00:03]

The scene cuts to a black background. White text dissolves onto the center of the screen that reads Whether You Need To...

[00:04]

The white text dissolves out and new white text dissolves in that reads Clean.

[00:06]

The scene then cuts to a pair of white shoes on a dark grey floor. The shoes have brown mud and dirt on the toe areas and along the soles. A hand is holding the grey KIWI Quick Dry Sneaker Cleaner can next to the shoe on the left. The red cap is off of the can and they have their finger on the top pressing the white nozzle. White foam begins to collect on the white shoe.

[00:08]

The scene cuts to a black background. White text dissolves onto the center that reads Polish.

[00:09]

The scene changes to a close up shot of a man in a blue shirt with his left hand inside a black dress shoe. In his right hand is a red and black bottle of KIWI Premium Instant Polish. He is applying the polish to the tip of the shoe he has in his left hand. He is moving the bottle in a circular motion while turning the shoe onto it's side.

[00:11]

The scene cuts to a black background. White text dissolves onto the center that reads Protect.

[00:12]

The scene then changes to a medium close up of a wooden counter top in front of a black background. There is a stylish light tan suede ankle boot on the left side of the screen. On the right is a hand holding the tan spray can of KIWI Suede and Nubuck Waterproofer about 10 inches from the boot. As the person pushes down on the nozzle, they are moving the can up and down the boot. A fine mist is emanating from the spray can.

[00:15]

The scene cuts to a black background. White text dissolves onto the center that reads Deodorize.

[00:16]

The scene changes to a medium shot of the grey sneaker on the black triangular stand. There is a person standing in the background. They are wearing a white shirt with black stripes down the sleeves. While holding the shoe in their left hand, they place the black KIWI Sneaker Deodorizer bottle into the shoe. They then lift their left hand and place it on top of the bottle.

[00:17]

The scene changes to an extreme close up of the top of the bottle as the person presses down on it.

[00:18]

The scene then changes to an extreme close up of the toe area of the grey sneaker. There are small holes in the top of the shoe to let air in. White mist starts coming out of these small holes, gradually becoming quite dense.

[00:20]

The scene cuts to a black background. White text dissolves onto the center that reads Or Accessorize...

[00:21]

The scene then cuts to a white person wearing a white shoe standing on a black floor. The camera is pointed towards the top of the shoe showing the person lacing up the shoe with a thin, black no-tie lace. There is a black No-Tie Lace lying on the floor next to the shoe.

[00:21]

The scene cuts to a black background. White text dissolves onto the center that reads Kiwi Has The Solution For Any Shoe Type.

[00:25]

The scene changes to the red circle logo for KIWI on a black background. Within the red circle is a white illustration of a kiwi bird, the white letters that spell KIWI, and text that reads Quality Shoe Care. Below the red circle is white text that reads With Every Step.

[00:26]

The white text changes to read Wear Your Pride.

[00:28]

The scene dissolves to a red background. The white S C Johnson A Family Company logo appears. Below it is white text that reads At Work For A Better World.