

kiwi19-sneaker-cleaner-master-how-to-ww-en AUDIO DESCRIPTION

[00:00]

There is upbeat techno music playing throughout the video. The video opens up on a dissolve into a white background. The viewer is flying through a cloud of black text on the screen. The text reads Step 0 1. The scene ends with the viewer flying into one of the texts in the center of the screen.

[00:03]

The scene then dissolves to a black triangular shaped stand on a white background. On the stand is one sneaker. The sneaker is light blue in color. The toe and heel areas are darker blue and the laces are white. The triangle base is slowly rotating towards the camera. As it does, the shoe changes to be a different sneaker that has a thicker white sole, pink laces, and is pink in color with a darker tone in the heel area. Then the sneaker is a green shoe with yellow stripes and a white sole. It quickly changes to a pink hightop with white laces and a white sole, then it changes to a white hightop with red striping, white laces, and a red high ankle area. The final shoe it changes into is once again a low sneaker. This one is white with one red and one blue stripe. The laces are white, the sole is white, and the interior of the shoe is blue.

[00:05]

The triangular stand stops rotating so that the shoe is pointed straight at the camera. Clouds of orange dirt and dust fall from the upper left and upper right of the screen. The dust falls onto the white shoe.

[00:06]

The scene changes to a close up of the orange dirt and dust hitting the shoe. Clumps of the orange dirt are sticking to the shoe.

[00:07]

The scene changes to an angle that is more to the side and back of the shoe. Now there are clouds of blue and pink dirt and dust hitting and sticking to the shoe.

[00:08]

The scene changes to an extreme close up of the shoe. It is now caked in dirt to the point it looks like it has fungus growing on it. It has shades of blue, green, orange and pink. There are more clumps of green dirt hitting it in extremely slow motion, creating little hills of green dirt.

[00:10]

The scene cuts to the wider shot of the shoe on the triangular stand. The stand rotates clockwise revealing the level of colorful dirt that has now completely covered the shoe and the top and sides of the stand.

[00:11]

The scene now changes to a white hand holding a bottle at an angle in front of the camera. The bottle is black with a black and white illustration of bubbles and a black and white image of sneakers on it. There is the red circle over the bubble illustration in the middle of the can. Inside the red circle is a white illustration of a kiwi bird and the letters that spell kiwi below it. The bottom of the bottle has white text that reads Sneaker Cleaner and below that is the Step 0 1 text.

[00:12]

The scene changes to a white background. In the foreground is an extreme close up of the top of the Sneaker Cleaner bottle without it's lid. The top has a white sponge with light blue bristles used for scrubbing. A finger is dragged across the light blue bristles.

[00:13]

The scene changes to a close up on the top of the toe part of the dirty shoe. The KIWI Sneaker Cleaner bottle is placed on the shoe with the light blue bristles touching the shoe. The bottle is then moved in a circular motion, revealing white bubbles.

[00:15]

The scene changes to a close up shot of the side of the shoe. The person is moving the bottle of KIWI Sneaker Cleaner over the toe area of the shoe, creating lots of white, soapy bubbles on the shoe. Some of the shoes original white color is starting to show through.

[00:16]

The scene changes to an extreme close up of the KIWI Sneaker Cleaner being moved across the toe area of the shoe. As the cleaner is moved back and forth, more white bubbles are created and more of the shoe's original color is shown.

[00:18]

The scene changes to reveal the dirty shoe on the black triangular stand again. There is a white person with a white shirt standing behind the triangular stand. The viewer can see the back of the shoe and the multi-colored dirt that is still staining the white shoe. White text on the bottom of the screen reads Performance Based On Leather, Synthetic Leather And Smooth Nylon.

[00:19]

As the viewer watches, the person lifts and turns the shoe so that the viewer can see the toe area that was cleaned with the KIWI Sneaker Cleaner. That area of the shoe is back to its original white color, showing no signs of the colorful stains that are still on other areas of the shoe.

[00:20]

The scene changes to a white background with a black tabletop. The bottle of KIWI Sneaker Cleaner is on the left side of the screen, close up, slowly rotating counter

clockwise. The viewer can see the S C Johnson A Family Company logo on the top of the bottle. The red circle over a black and white bubble illustration is below that. Inside the red circle is an illustrated kiwi bird and the white letters that spell kiwi. The bottom of the bottle has white text that reads Sneaker Cleaner with the Step 0 1 text below that.

[00:22]

The scene then dissolves to reveal three bottles of KIWI brand products on a black tabletop in front of a white background. The three bottles have the same designs on them from the black and white bubble illustrations on the top and the black and white sneakers on the bottom. All three bottles have the red circle on them as well. Inside the circle is a white kiwi bird illustration and the letters that spell kiwi. The smallest bottle on the left has the white text near the bottom that reads Sneaker Cleaner Step 0 1. The tallest bottle has white text near the bottom that reads Sneaker Protector Step 0 2. The last bottle has a different design with a more bulbous bottom and no black cap on the top. The white text on this bottle reads Sneaker Deodorizer Step 0 3.