

Gardel Pet Shop
Video Spot 1001: “Jan-Mar: Fish”

Actor: Miranda

OPENING GRAPHIC

Logo and intro graphics appear on screen.

INTERIOR. NEUTRAL BACKGROUND. WIDE SHOT.

Establish table and actor and feature animal (not applicable for FISH video).

ACTOR

Hi, Pet Lovers! I’m Miranda from Gardel Pet Shop in Owen Sound. Today’s video is for the fish lovers out there. Over the next few minutes, I’m going to show you everything you need to set up a fish aquarium in your home—beginner or advanced, it’s all easier than you think thanks to Gardel Pet Shop.

CLOSE UP OF ACTOR

Actor looks into camera and speaks directly to the audience.

ACTOR

Let’s begin with the basics—the tank.

WIDE SHOT

Actor lowers hands beneath table. She retrieves a fish tank and places it onto the table.

ACTOR

A (*brand name and tank size*) is a great beginner size for small fish. It comes complete with all the necessary items like a filter, lighting (*and other details*).

CLOSE UP OF NEW TANK

Collage of various close up shots.

ACTOR VOICE OVER

If you're looking for a larger tank, Gardel carries sizes up to (*size limit*). Just ask the staff. They'll let you know what size is appropriate for the type of fish you want to keep.

CLOSE UP OF ACTOR

Actor looks into camera and speaks directly to the audience.

ACTOR

Okay, that's the tank taken care of. But, it's a little ... empty. Don't you think? What you need now is—

WIDE SHOT

Actor lowers hands beneath table. She retrieves various bags of gravel and coloured stones and places them onto the table next to the tank she just put there.

ACTOR

—Aquarium gravel.

CLOSE UP OF TANK/PACKAGING DETAILS

Show various angles and features.

ACTOR VOICE OVER

Aquarium gravel isn't just important to maintain the health of fish in the tank, it's a way to create different looks. There are bright colours, earth-tone shades, large and small—you're sure to find colours and types to make the tank the way you like it.

CLOSE UP OF ACTOR

Actor looks into camera and speaks directly to the audience.

ACTOR

Okay. Now it's time for the creative stuff—I love this part!

WIDE SHOT

Actor lowers hands beneath table and pulls up various tank ornaments such as sunken ships, chests, skulls, and whatever else. She arranges each onto the table top.

ACTOR VOICE OVER

Accessories like these quickly establish the look of the tank. This one is fun and playful. This one is beautiful. With feature items like these, creating an underwater world is so much fun. Build what you want, how you want, according to the unique needs of your fish. The combinations are endless. It's your tank to design—only, don't forget to leave room for these...

CLOSE UP OF ACTOR'S HANDS

Actor is holding artificial plants.

ACTOR

Artificial plants tie everything together, and they give your fish added places to explore. There are a lot of styles to choose from at Gardel Pet Shop. It all depends on the look you're going for and what's appropriate for the species of fish you want.

CLOSE UP OF ACTOR

Actor looks into camera and speaks directly to the audience.

ACTOR

And if you're wanting live plants, Gardel has those too! They really make any aquarium come to life.

WIDE SHOT

Actor speaks to audience.

ACTOR

Okay. We've got the tank and accessories. The next step is to make sure any fish you put in the tank are kept healthy. That's why—

WIDE SHOT

Actor reaches beneath table and retrieves new products.

ACTOR

—reliable filters are so important. Maintaining fresh, oxygenated water is critical for a healthy environment. Like I showed you earlier, some beginner tank sets up come with a filter. But if you're setting up a custom tank, you'll need a filter and oxygen system to match. We'll help you figure out what you need to keep your fish healthy.

CLOSE UP OF ACTOR'S HANDS

Actor places various chemicals and supplements onto the table next to the other items. .

ACTOR

Plus, there are all these products as well. Some tanks need heaters, too, but maybe yours won't—it depends on the species of fish you want to keep. Come talk to us at Gardel Pet Shop and we'll let you know.

CLOSE UP OF ACTOR

Speaking to camera.

ACTOR

We're almost done with the basic set up—only a few things left to add like some water to the tank. But before we do that, let's make sure you've got—

WIDE SHOT

Actor reaches beneath table and retrieves products.

CLOSE UP OF ACTOR'S HANDS

Actor shows various fish food containers.

ACTOR

Food! Your fish are going to need food! Feeding fish is super easy.

CLOSE UP OF ACTOR

Actor shows various fish food containers.

ACTOR

A shake and sprinkle of flakes and your fishy friends will be full and happy. Of course, some types of larger fish need live food. For those species, Gardel stocks feeder fish.

COLLAGE CLOSE UP OF PRODUCTS

All products are arranged on the table.

ACTOR VOICE OVER

So as you can see, Gardel Pet Shop makes creating a custom aquarium easy for beginners and advanced fish enthusiasts. Here's everything you need to get started. The only thing not shown here are some fish—and you!

WIDE SHOT

Actor speaks to audience.

ACTOR

Keeping fish is a great pet for kids and a rewarding hobby for adults. For more information about getting started with an aquarium of your own, or for upgrading your current tank, visit Gardel Pet Shop on the sunset strip on Owen Sound. Watch for our next video where I'll be showing the basic products and habitat set-ups for exotic reptiles. Don't miss it! We love pets at Gardel Pet Shop.

EXITING GRAPHIC

Logo and contact information.