

Gardel Pet Shop
Video Spot 1002: “Apr-June: Exotic Reptiles”

Actor: Miranda

OPENING GRAPHIC

Heart bounces into frame from the left. It transitions into “We Heart Pets” icon.

INTERIOR. CLOSE UP OF ACTOR

Actor smiles into camera. “We Heart Pets” icon moves to right of Actor.

ACTOR

Hi, Pet Lovers! It’s Miranda again from Gardel Pet Shop in Owen Sound. Today’s video is for the exotic reptile lovers out there!

GRAPHIC

Multiple hearts pop onto screen, filling it. Transition into logo and title card: **Gardel Pet Shop Exotic Reptiles Unboxing.**

WIDE SHOT

Actor standing behind table. She speaks into camera. She is holding an exotic lizard.

ACTOR

While exotic reptiles and amphibians may not be everyone’s cup of tea, they make great pets for people wanting something a little out-of-the-ordinary.

VARIOUS CLOSE UP SHOTS OF IN-STORE REPTILES

Inside and outside of terrarium.

ACTOR

Each species has unique habitat requirements—like, not all lizards need a dry environment and not all snakes need lots of moisture. And, amphibians like frogs and salamanders have a whole other set up to consider.

CLOSE UP SHOT

Animal in actor's hands.

ACTOR

For this video, my little friend and I are going to stick to the basic products you'll need to set up a reptile or amphibian enclosure. 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 enclosure.

WIDE SHOT 3/4 VIEW

Actor retrieves a terrarium tank and places it onto the table.

ACTOR

Not all reptiles need a tank exactly like this one, but this will give you the general idea.

WIDE SHOT FRONT VIEW

Actor at table with product.

ACTOR

Of course, you'll need to make sure you get the proper size of habitat. That little lizard you're thinking of getting will grow into an adult who will need plenty of room. Or maybe you'll get them a friend later on. You'll want to be prepared for that now.

CLOSE UP OF ACTOR

Actor looks into camera and speaks directly to the audience.

ACTOR

Once you have the enclosure style and size figured out, it's time to get it set up with things your exotic reptile will need. You'll more than likely need one of these—

WIDE SHOT 3/4 VIEW

Actor retrieves heating products and places them onto the table.

ACTOR

—a heat lamp. Most reptiles need a heat source to regulate their body temperature, especially up here in Bruce-Grey.

WIDE SHOT FRONT VIEW

Actor at table with product.

ACTOR

A simple terrarium bulb does the trick. But to make sure your pet doesn't overheat, you'll need an enclosure thermometer and maybe even a thermostat for greater temperature control. Also, some reptiles need separate hot and cool areas in their homes. More on that in a little bit.

CLOSE UP SHOT FRONT VIEW

Actor at table with product.

ACTOR

Okay, that's the walls and top ... but what about the floor? We've got options for that, too—options like...

CLOSE UP SHOT OF PRODUCTS IN HANDS

Actor at table with product.

ACTOR

Moss and textured sand mats do a great job of replicating natural ground cover.

WIDE SHOT FRONT VIEW

Actor at table with product.

ACTOR

We also have heated mats if that's what your pet needs to be comfortable. And if these aren't quite what you want, there are sand and stone mixes you can line the enclosure with. Come see us and we'll explain the benefits of each option.

CLOSE UP SHOT FRONT VIEW

Actor at table with product.

ACTOR

But, what would a home be without some comfy furniture? Most reptiles need places to tuck into. We call these "hides."

WIDE SHOT FRONT VIEW

Actor at table with product.

ACTOR

Some reptiles need more than one place to hide—maybe one spot for warmth, one spot to keep cool, and one spot to stay moist. You can create your own hide using feature rocks, too! It depends on what your pet requires and what look you're going for. Maybe add a branch, or light-bathing rock and some artificial plants, and your pet will feel right at home.

CLOSE UP SHOT FRONT VIEW

Actor at table with product.

ACTOR

Next, let's talk about food and water.

WIDE SHOT FRONT VIEW

Actor at table with product.

ACTOR

Adding drinking water is as easy as placing it in a shallow dish or two. Feeding your new pet will depend on what they need to eat. Some need a food dish for dried foods and fresh veggies. For live foods, Gardel has meal worms, crickets and nutrient supplements.

COLLAGE CLOSE UP OF PRODUCTS

All products are arranged on the table.

ACTOR

As you can see, the basic set up for most exotic reptiles is pretty simple. Caring for your new pet is a whole other topic, as each species has unique needs. Before you decide to become a reptile parent, get talking with us and we'll share our expertise with you.

Keeping exotic reptiles is a rewarding hobby for people looking for a different kind of pet experience. Beginners and experienced lovers of reptiles trust Gardel Pet Shop.

MEDIUM/WIDE SHOT

Actor speaks to audience.

ACTOR

For more information about getting started with an exotic reptile or amphibian of your own, visit Gardel Pet Shop on the sunset strip on Owen Sound.

TITLE CARD

“STAY TUNED FOR MORE”

ACTOR

Watch for our next video where I'll be showing the basic products and habitat set-ups for small pets. Don't miss it!

CLOSE UP SHOT

Actor speaks to audience.

ACTOR

We love pets at Gardel Pet Shop.

EXITING GRAPHIC

Logo and contact information.