

Press Play Rewards Video Ideas for Industrious People

So, you're interested in Ingram's Water & Air Pres Play Rewards, but you don't know what you want to say or how you should say it in the video. Hey, you're not alone. Making funny, informative and memorable internet videos isn't easy. Actually, it is easy to make *memorable* internet videos. Post something embarrassing and we guarantee your friends will never forget it. Funny or informative is the hard part.

Bottom dollar is this: we want advertising and you want us to pay you, so don't over think the video. We don't expect you to win an Oscar or become the next 250 million hits YouTube wonder (though, that would be pretty awesome). Our advice is to keep it relatively short (at least 15 seconds), be yourself, be honest, and give the viewer some basic product information.

To give you a little inspiration, look over some of the sample scripts we've come up with. You don't have to follow these word-for-word. In fact, we encourage you to put your own spin on things. Have fun with it, post it on Facebook, and then come back to us when you're ready to get paid.

Sample Script: The Hardcore Do-It-Yourselfer

If you're a hardcore Do-It-Yourselfer, you're probably going to write your own script and want no help from us. Which we're totally cool with. However, if you do want a little push in the right direction, you might go with something like this.

EXT. HARDCORE DIY GUY/GAL HOUSE

The Hardcore DIY Guy/Gal is standing next to a fine looking, energy efficient heat pump recently purchased and installed from Ingram's Water & Air. [We're just using the heat pump as an example, it could be any product you got from us.]

HARDCORE DIY GUY/GAL

Hi there, I'm [your name] and, like you, I'm a Do-It-Yourselfer. I recently purchased this [insert fantastic Ingram's Water & Air product] from Ingram's Water & Air, the best company in the world. Energy efficient heat pumps are like air conditioners, but they can heat as well as cool. It's changed my life and it can change yours.

The Hardcore DIY Guy/Gal kneels down next to the energy efficient heat pump and, smiling, lovingly pats the top of the unit.

HARDCORE DIY GUY/GAL

This energy efficient heat pump is one of the best home heating and cooling units I've ever had. It gets 16 SEER performance, runs on R-410A chlorine-free refrigerant, and is helping my house run more efficiently, so I save money. That's good for the environment too.

The camera pans to the right where the Hardcore DIY Guy/Gal has the tools they used to install the energy

efficient heat pump laid out. They walk over and gesture to the tools.

HARDCORE DIY GUY/GAL

And, of course, since I've worked for years with HVAC equipment and am a certified HVAC technician, I installed the energy efficient heat pump from Ingram's Water & Air myself. If you lack my level of skill and expertise, then you should have a professional help you with the install. But to all my brother and sister hardcore DIYers who know what they're doing, you're going to love installing this life-changing system.

The screen goes black and the Ingram's Water & Air logo stays on screen for a few seconds. If you're feeling generous, add a link to our website (we'll appreciate it!).

Sample Script: Backwoods Recluse

Suppose you're a backwoods recluse worried about a sudden United Nations assault which is, after all, why you're a backwoods recluse. You don't get out much, but you still want to get in on the cash back offer through Ingram's Water & Air Press Play Rewards. Since you haven't been interacting with humanity in a while, you might not know what to say. Follow this script and you'll be fine.

INT. BACKWOODS RECLUSE'S FORTIFIED LIVING ROOM

The Backwoods Recluse is sitting comfortably in an easy chair while they polish a gun (a knife is fine too provided it's at least as long as your forearm). The Backwoods Recluse smiles at the camera (try to keep the crazy out of your eyes when you do this). Next to the easy chair is the box for geothermal heat pump [or other product] from Ingram's Water & Air.

BACKWOODS RECLUSE

Hi, I'm a backwoods recluse, but that doesn't mean I don't appreciate powerful heating, environmental friendly operation, and energy efficiency in one easy package. I get all that and more with this geothermal heat pump from Ingram's Water & Air. It heats, it cools, and it has already saved me a load of money on my utility bill.

INT. BACKWOODS RECLUSE'S UTILITY CLOSET

The Backwoods Recluse stands next to the geothermal heat pump cabinet. The Backwoods Recluse is holding a different gun than the one he had in the living room. Actually, a crossbow or battle axe would be fine too. Make sure to show the audience the diverse selection of weapons you have ready to defend your home against imminent assault.

BACKWOODS RECLUSE

Here's the pump station for my geothermal heat pump. Ingram's Water & Air shipped it out to me the same day I ordered it. The unit arrived in a timely fashion and their tech support staff was ready and able while the unit was being installed. They've made me a very happy customer.

How much do I save with this geothermal heat pump? I saved [insert dollar amount here] the very first month, and since geothermal heat pumps can last for decades I look forward to saving a whole lot more.

The Backwoods Recluse smiles at the camera [brush your teeth before you film this part]

I really like my geothermal heat pump from Ingram's Water & Air. I like it so much that I'm making this video and posting it on my Facebook page and my website, defendyourselfathomeforeveragainstthezombies.com.

Ingram's Water & Air appears in the top right corner, screens slowly fades to black while the Backwoods Recluse loads his gun (or crossbow).

Sample Script: Typical Parents of Four

Are you an absolutely average American couple with four children that could use the extra money from Ingram's Water & Air Press Play Rewards. Between diaper changes, soccer practice, and pulling your hair out, you probably don't have time to write a detailed script. Feel free to use this one.

INT. TYPICAL AMERICAN LIVING ROOM

TYPICAL FATHER OF FOUR

Hi, I'm [guy's name].

TYPICAL MOTHER OF FOUR

And I'm [girl's name].

TYPICAL PARENTS OF FOUR

And we're the [insert your last name].

The two Typical Parents of Four smile in unison. Behind them two children sprint across the living room screaming and shouting at one another. The smile tightens. Insanity creeps into the edges of the smiles. The Typical Parents of Four look at one another and giggle nervously.

TYPICAL MOTHER OF FOUR

We just got our Ingram's Water & Air [product] installed and we're very happy with it.

TYPICAL FATHER OF FOUR

Yes, we are. The Ingram's Water & Air staff was great in picking out the right unit for us. I don't know much about HVAC. In between trying to find reasons to keep on living and the million other things that take up my day-to-day life, I didn't have a lot of time to learn.

Nervous laughter. The Typical Mother of Four's face twitches.

TYPICAL MOTHER OF FOUR

Yes, Ingram's Water & Air made it so easy. They answered all our questions and even helped us arrange a contractor for a Manual J Calculation. We didn't even know what that was.

Behind the parents, a six year old with a flaming torch sprints through the living room. Two young girls with super soakers follow him. All the children are screaming at the top of their lungs. Meanwhile, a toddler wanders in front of the parents, looks at the camera, and promptly throws up on himself.

TYPICAL FATHER OF FOUR

That's right, honey. Ingram's Water & Air did make it easy. Now if they just could send someone, anyone, to watch our kids for a few hours.

Both Parents laugh. The laugh groups deeper. Eventually they're both weeping and laughing madly. Smoke from off screen starts rolling in.

TYPICAL MOTHER OF FOUR

Please! Come watch our children! I just need to feel free for a few minutes!

The screen goes black.