

# Corporate Informational Animation Script

**Title:** Netflix / HR 4.1 - What to do with external pitches?

**Duration:** 2:26 Min

**Target Audience:** New Hires, Annual Procedure Training

**Tone:** Professional, entertaining, and approachable

**Titling:** Standard Titling Template

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## Scene 1: Introduction (0:00 - 0:25)

**Narration:**

**Voice Excited**

"Welcome to Netflix! You've made it! You're one of the few people who are a part of the world's biggest streaming company, and with that comes a lot of attention. Everyone has ideas, and you're going to have people approaching. People you know, people you just met, the bartender at your favorite pub. So what do you do to keep yourself safe from being overwhelmed and even safe from legal issues?"

**Visuals:**

- Animated logo reveal with vibrant colors and smooth transitions.
- Awards setting with New Hire spotlighted to cheering employees.
- Words of Cheers "Welcome Aboard!", "You Rock!", "Congratulations!", "Welcome to the Team!" pop up above the crowd while they celebrate
- The camera zooms into the new hire

**Sound:**

- Uplifting background music with a modern, energetic beat.
- Applause and Cheers
- Narrator speaking

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## **Scene 2 (Transition Text): “What do you do when someone comes to you with ideas?” (0:26 - 0:33) 5 seconds**

### **Narration:**

No Narration

### **Visuals:**

- Transition to from scene 1 to Text with Black Background
- Transitions to next Scene

### **Sound:**

- Music carries over from Scene 1.

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## **Scene 3: Scenario- An Old Friend (0:33 - 1:20)**

### **Environment:**

The scene is an airport gateway with people scattered around and planes in the background. The new hire sees a friend, and after a greeting, they get caught up. The new hire doesn't know what to do, so the narrator explains the procedure after the new hire isolates themselves from their friend.

### **Narration:**

### **Calm Voice**

“Let’s say you’re at an airport waiting for your flight. A friend you haven’t seen in years excitedly sees you and wants to catch up! You tell him about your awesome job at Netflix, and he’s excited for you and immediately starts telling you all sorts of ideas he has for shows and movies that he wants you to pitch on his behalf to Netflix. What do you do?

Do you say that you’ll talk to people at work? Do you tell them no? Do you say yes? This can be a difficult and uncomfortable situation, but the answer is surprisingly simple, and we’ll briefly discuss why.”

**Visuals:**

- Airport gateway with people waiting for their flights, a large window in the background with airplanes outside.
- The new hire and a second character reacquaint with each other
- The camera focuses on the new hire after the friend starts pitching ideas

**Sound:**

- Music maintains an relaxing tune in the background.
- No other sound effects.

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**Scene 4: Our Values (1:21 - 2:24)****Environment:**

Black background with the two characters mildly responding/acting to text on the left.

1. Stop them from disclosing their ideas
2. Refer them to the proper department

Picture/props will illustrate the tone of what's being said. (keep it subtle but active.)

**Narration:****Normal Voice**

"First thing, politely interrupt and say you can refer them to the dedicated department for external suggestions, but you're not allowed to accept or pass on ideas yourself.

This may feel abrupt, but it's best for everyone—it removes any responsibility from you.

Multiple people often have similar ideas independently, and something comparable might already be in development. Without proper channels, it could lead to misunderstandings, accusations of theft, legal issues, or damaged relationships.

Directing them to the correct department ensures their idea is handled professionally and fairly, keeping you out of it."

## **Normal Voice**

“Second! Inform them that company policy states you must refer them to the appropriate Netflix department! Yes, we have a department specifically for this! Additionally, clarify that you are not authorized to take down their ideas or refer their ideas! Why? Because you do not possess any influence in that area! This not only relieves you of any responsibility but also transfers it to the proper teams who are legally equipped to handle such referrals!”

### **Visuals:**

- Black Background
- New hire and friend character
- Appropriate Props / Images used by characters with animation

### **Sound:**

- Music maintains an relaxing tune in the background.
- No other sound effects.

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