

Date:	March 13, 2015	Requester:	Robert Murphy
Project:	Why RingCentral KID-912	Copywriter:	Harry Topalian

Title:

Can your business communications keep up?

Abstract: Getting the job done right means you're always available to do some work. Keeping communications flowing is remarkably convenient now with cloud communications, so you can multi-task like never before. Call, hold conferences and take a big bite out of the cupcake of success with RingCentral covering your business communications.

"Can your business communications keep up?" Video Script

VO: Successful business people are always communicating, and they're also always on the go.

Intro

Protagonist, back turned: "This'll close-out our goals for the quarter. Ok, Bob's waiting, bye."

Protagonist, during call: "Hey."

Bob: "Uhhh, the number you gave us, we're going to have to bring that down."

Protagonist, walking: "You know that's not how this works."

Protagonist, overhead: "Have I ever let you guys down?"

Bakery

Protagonist, entering bakery: "Well, if you want to work with my client we're not going to go less than 3."

Vendor, on phone: "Less than 3, you're lucky to get one."

Protagonist, getting cupcakes: "You know they are the best, and this quarter is already halfway over."

Vendor on phone: "Ok, I'll see what I can do on my end, but I really need you to help me out on this one."

Protagonist, grabbing bag: “It’s the middle of the afternoon, I’m on it.”

Bowling Alley

Protagonist, walking in bowling alley: “Just call me back when you’ve got a solid number.”

Vendor, on phone: “Ok, fine.”

Protagonist: “Thank you! Hi ladies!

Protagonist, at table: “I brought cupcakes.”

Woman coworker: “Cupcakes!”

Protagonist, taking call: “Oh, and I have to take this.” Hi.

Woman, on phone: “So did you talk to him?”

Protagonist, at table: “Yeah, I just got off the phone with him.

Woman, on phone: “Yeah? What did he say?”

Protagonist, bowling strike: “He said we’re gonna have an offer in two hours. I’m telling you have to trust me on this, ok? Just trust me.”

Paintball Field

Bob, on phone: “Hey it’s me.”

Protagonist, Paintball scene: “You got a number?”

Bob, on phone: “Yeah, we got something, but you’re not going to like it.”

Protagonist, shooting: Bob you gotta work with me here.

Bob, on phone: “How’s 145 sound?”

Protagonist, shooting: “You’re gonna have to do better than that.”

-Wilhelm scream-

Bob, on phone: “Maybe we can get 2.”

Protagonist, shooting: “You can come up from there.”

Bob, on phone: “I don’t have to do…”

Protagonist, under cover: You gotta meet me halfway or we’re gonna have to walk.”

Bob, on phone: “Ok fine, we’ll do it at 3.”

Protagonist, under cover: “Well, all right then. “

Close

Protagonist, back in office walking: “Hey it’s me.”

Client, on phone: “Hey, how’d it go?”

Protagonist, back in office walking: “It’s done.”

Client, on phone: “Really, and?”

Protagonist, going to desk: “We got three.”

Client, on phone: “Wow, that’s fantastic news.”

Protagonist, at desk: “Told you you love me.”

Client, on phone: “Thanks so much.”

Protagonist, at desk: Ok, bye.”

Client, on phone: “Bye.”

VO: The most successful business people need to be able to communicate around the clock, wherever they are, and even during downtime.

RingCentral Communications that mean business

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