CONCEPT STORYBOARDS

Establishing drive-by shot of idealistic, middle-class, suburban neighborhood (new homes). Drive-by close-up of the door and door decoration on one of the idealistic, middle-class suburban homes.

We’re in the car with the homeowner as she drives through her NW neighborhood to her home. Shots alternate from within the car, of the neighborhood houses passing by, and of the car driving along. VO is of homeowner discussing the benefits and everyday experience of energy efficiency.

POV from passenger seat. Homeowner driving through idealistic, middle-class, suburban neighborhood (new homes).

Close-up of woman’s fingers tapping the wheel. Close-up of woman’s eye/top half of her face. Background racked out.

The VO continues as we follow her into her home. Everything is natural and candid (e.g., the dog greets her, the kids are doing what they do, etc.). She points out a few things in her home that she particularly loves about its energy efficiency. We see animated type that is integrated with the contours and movement of the scene, calling out the energy- and cost-saving statistics associated with this technology.

POV from behind. Homeowner walking through front door. Dog greeting her.
The PSE spokesperson mentions the importance of builder participation, which segues into the builder discussing why he builds energy-efficient homes. The builder then tells us how a house operates as a system and discusses the interconnectedness of each element before diving into a few of the technologies (2-3) that create an efficient home. The shot shows him from the waist up. While he speaks, we see shots of the various energy-efficient features mentioned. This will help to illustrate the technology behind the home’s comfort. Again, we see animated type calling out the energy- and cost-saving statistics associated with this technology.

POV: Builder, straight on. Background: house construction.

We transition back to the homeowner in her home standing by her own HRV, who further discusses the joys of energy efficiency and the potential benefits to the community. “Imagine if all homes were this comfortable and affordable.” The music swells slightly as we hear the final piece of dialogue connecting energy efficiency to the greater community.

POV: Straight on, waist up. Homeowner leaning casually against her kitchen island, drinking tea.
Close-up of her cup of tea, steam rising.

The final shot is of a time-lapse of the exterior of the home throughout the day. The music reaches its final beat just as the lights go out. The day is over.

Wide shot, exterior of the cozy, peaceful suburban house: dusk, windows lit.

PSE sign off.
SOCIAL MEDIA POSTS

Northwest Energy Star Homes
Published by Anna Zarem - May 23
Northwest builders are improving the way homes are built, making them more durable, affordable and comfortable. Learn more about super-efficient homes: northwestenergystar.com/super-efficient-homes. #SuperEfficientHomes #ComfortBuilt #PSE

Northwest Energy Star Homes
Published by Anna Zarem - April 7
There are many benefits to living in an energy-efficient home—year-round comfort and lower energy bills are just the start. Learn more about one homeowner's experience: northwestenergystar.com/super-efficient-homes. #HappyHomeowner

Northwest Energy Star Homes
Published by Anna Zarem - April 23
Using advanced building techniques, local builders are shaping the future of home construction with homes that are more comfortable and energy-efficient. Learn more about super-efficient homes at northwestenergystar.com/super-efficient-homes. #ComfortBuilt #ScottHomesInc

Northwest Energy Star Homes
Published by Anna Zarem - May 7
Better built homes feel better to live in and help you save money on your energy bills. Discover the day-to-day benefits of living in a super-efficient home. Learn more at: northwestenergystar.com/super-efficient-homes. #HappyHomeowner #ScottHomesInc

Northwest Energy Star Homes
Published by Anna Zarem - May 20
Teaming up with local utilities, many Northwest builders are constructing homes that maximize comfort and affordability. Learn more about super-efficient homes: northwestenergystar.com/super-efficient-homes. #NextLevelEfficiency #ScottHomesInc
Watch the video.