

Transcript  
Download the Shell app - 40 seconds

[Music plays throughout]

00:00:00:00 - 00:00:02:17

[Text on screen: Download the Shell app]

[Described video: A CAA logo appears underneath the text. A mobile phone slides in from the left side and stops on the right. There is a Shell logo in the centre of the screen.]

00:00:03:02 - 00:00:05:11

[Text on screen: Tap Play / App Store]

[Described video: Two mobile phones appear on the screen. The phone on the left has a black background and shows a single mobile app icon: Play Store. The phone on the right has a light grey background with a single mobile app icon: App Store. For both icons, a red burst appears and pulses.]

00:00:05:19 - 00:00:08:10

[Text on screen: Search Shell Easy Pay]

[Described video: The text on screen transitions from below. Both phone screens have changed and are showing a search function. The words 'shell easy pay' begin to type out. An app with the name "Shell: Fuel, Charge & Wash" slowly appears on each mobile phone screen.]

00:00:08:18 - 00:00:10:01

[Text on screen: Tap Install / Get to download]

[Described video: On the left mobile phone screen, an Install button appears under the app name. On the right mobile phone screen, the word 'Get' appears to the right of the mobile app name. There is a visual indication that both "Install" and "Get" are selected and pressed.]

00:00:10:01 - 00:00:11:15

[Text on screen: Open the app]

[Described video: There is a short progress bar sequence on both phones, showing the app is downloading. We see the word Open appear next to the app name on both phones. ]

00:00:12:10 - 00:00:15:04

[Text on screen: Tap Sign Up]

[Described video: The left mobile phone transitions off screen and the right mobile phone moves up to the right side and is in full view. We see the Welcome screen for the Shell app, describing the benefits of signing up. There is a clickable link in the centre of the screen for people who are not located in Canada. There are two buttons at the bottom, left to right: Sign In is a white button, Sign Up is a yellow button. A red burst appears around the Sign Up button.]

00:00:15:24 - 00:00:18:00

[Text on screen: Add your Name, Email and Password. Tap Create Account]

[Described video: Our phone slides to the left. The app screen has changed to show Step 1 of 4 of the sign-up process: Let's Get To Know You. There is a question on screen, "What's your name?" and a blank field below with 'First Name'. A yellow button that says Next appears on the right side of the mobile app screen. On the right of the mobile app screen, there is an aerial view of an animated red car driving on a street from top to bottom. The car drives straight down to transition to our next scene.]

00:00:18:00 - 00:00:27:02

[Described video: Our mobile app screen changes to show Step 4 of 4, and a message appears that we are almost done sign-up. There are two blank fields: Email and Password with password guidelines below the second field. There is a yellow button at the bottom that says Create Account. The animated red car appears at the top of the mobile phone app screen and slowly animates in and out of frame as an email address and password are typed into the blank fields. A red burst appears around the Create Account button and the button changes to 3 pulsing dots.]

00:00:27:19 - 00:00:34:17

[Text on screen: Check your email to confirm your account]

[Described video: The mobile phone slides over to the right side to reveal our text. There is an illustrated roadside scene in the background and our red car appears centre screen inside a yellow circle, it begins bouncing up and down. The mobile phone app title is "Check Your Email" and there are instructions that an email was sent to the email address entered and for the user to click the link sent to sign in. There is a yellow button at the bottom, Open Email App. A red burst appears around the button and pulses. 3 dots appear in the button and pulse. The screen changes to say Confirm Your Email Address with a welcome message from Shell. There is a yellow button underneath that says Confirm Email. A red burst appears around the button]

00:00:34:17 - 00:00:37:22

[Text on screen: "Thanks, All done" "Your Account has been successfully created"]

[Described video: The mobile phone zooms in and the screen changes to reveal our text contained within the mobile phone screen. There is a green check mark in the centre of the mobile phone screen, above the text, that bounces. The phone slides off screen to the right.]

00:00:37:22 - 00:00:40:29

[Text on screen: The Shell logo is a trademark of Shell Brands International AG. Used under license.]

[Described video: The Shell logo and CAA logo are at the centre of the screen, side-by-side.]

END OF TRANSCRIPT