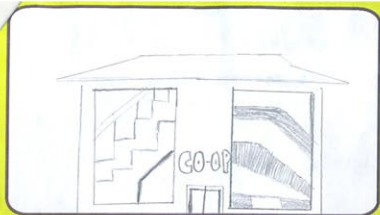
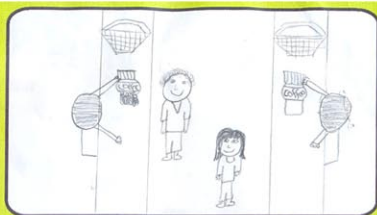


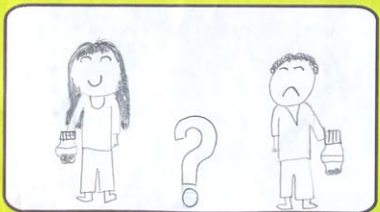
The Winning Storyboard



Starts off with straight ahead focus on the co-op.



Full frontal focus of two customers and cashiers.



Two customers with their coffee and big question mark appears.



voice over telling audience about how much farmers get paid with fairtrade retail.

Fair Trade
Gives More. Others
Give Less. So Swap

Slogan appears with white letters and green background.



voice over says our slogan and contact info. Background fair trade symbol appears faded and becomes clearer.