

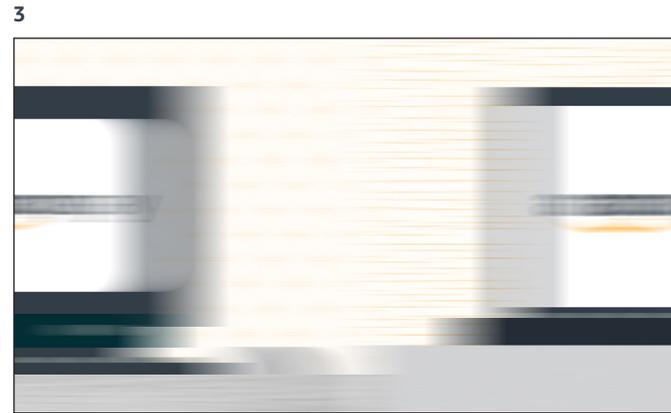
VO:  
Chances are you already know that Amazon Pay is a powerful way to engage your customers while tapping into Amazon's years of innovation.



Amazon Pay logo appears on textured background.



Zoom out to see the Amazon Pay logo is on an older computer screen.



There is a quick wipe between frames.



The technology has become more modern, the older computer transitioning into a newer laptop.

VO:



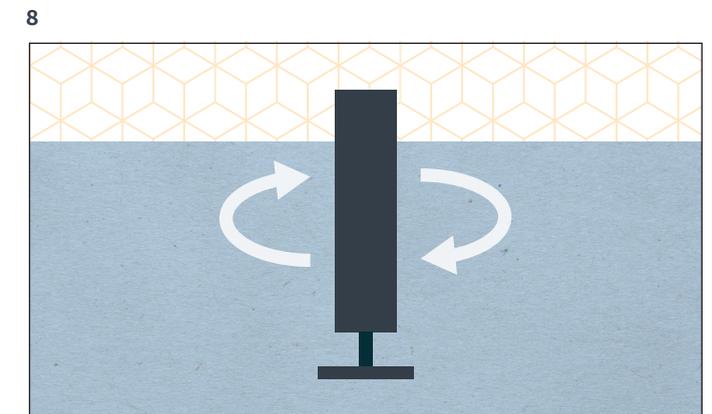
There is another quick wipe between frames.



The laptop is now a modern computer.



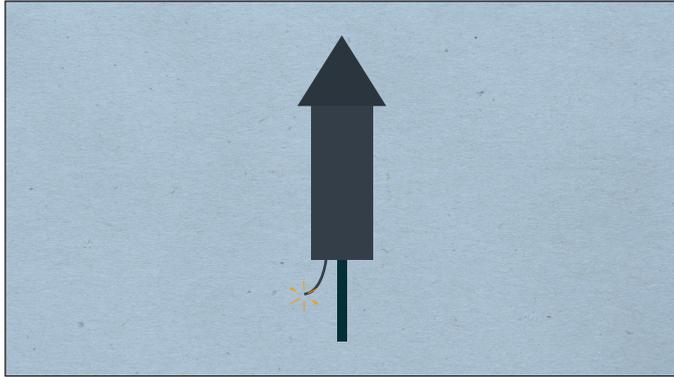
Amazon Pay logo pulses once.



The computer monitor rotates in 3D space to show its side...

**VO:**  
That's not why you haven't signed up and launched yet.

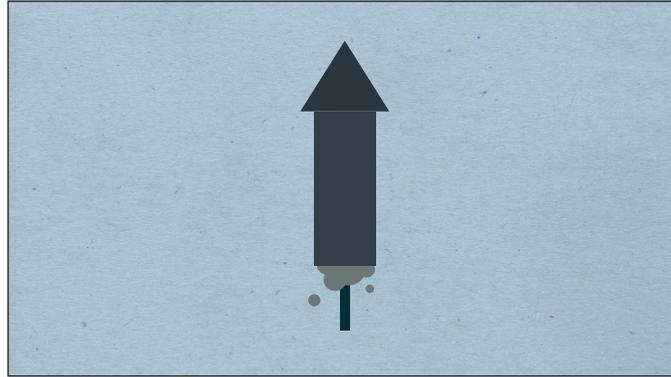
9



...forming into a rocket with a lit fuse. We see the fuse burning down, getting closer to launch.

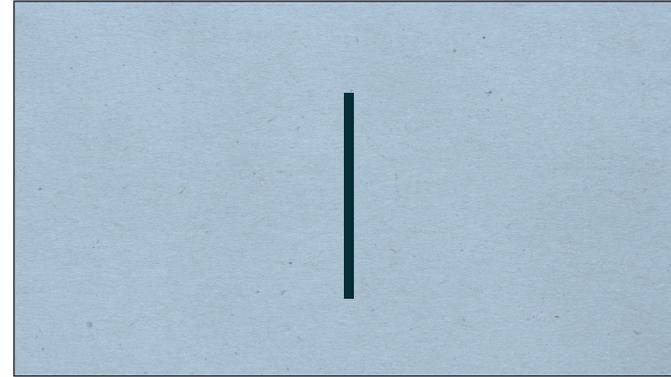
**VO:**  
The problem is time.

10



But the fuse fizzes out with a puff of smoke.

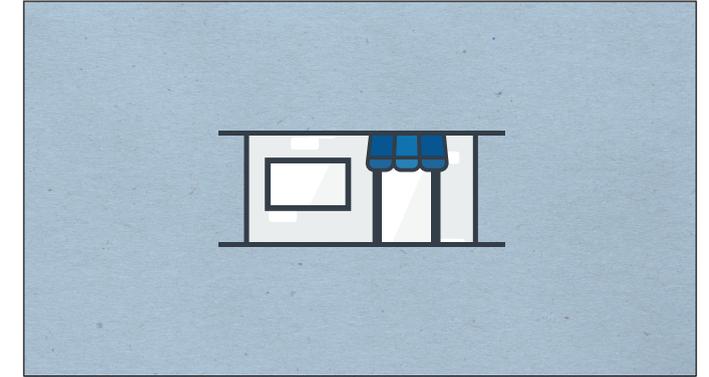
11



The rocket compresses to a line...

**VO:**  
You're running a business and you've got a million other things to do.

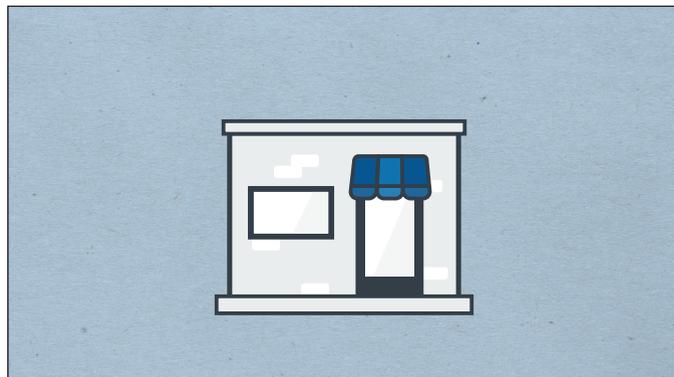
12



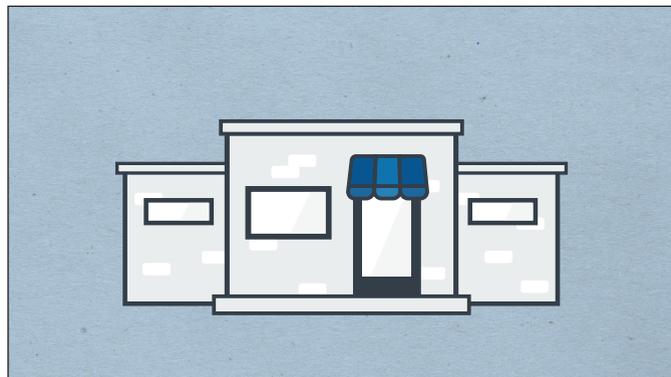
Which turns horizontally, opening into two pieces to reveal a store.

**VO:**  
So while giving your customers a trusted, familiar payment solution sounds like a great way to help you grow your business,...

13



14



The store grows.

**VO:**  
...it's understandable that something always seems to get in the way. Meantime, opportunities keep passing you by ...

15



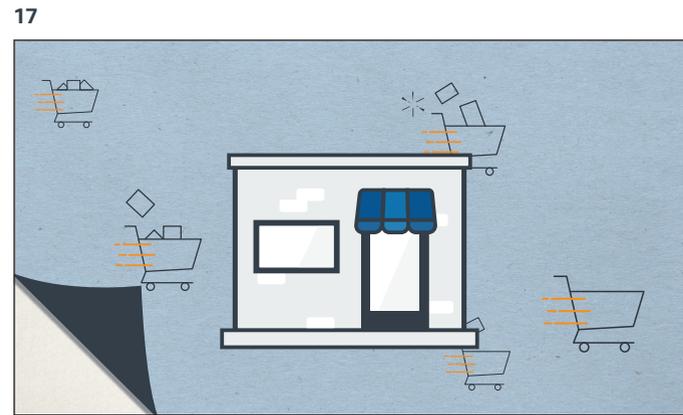
Three items pop up, getting in the way.

16



The store shrinks back to the size it was as carts drive by.

**VO:**  
Let's change that. Go to the WooCommerce extensions store and look for Amazon Pay.



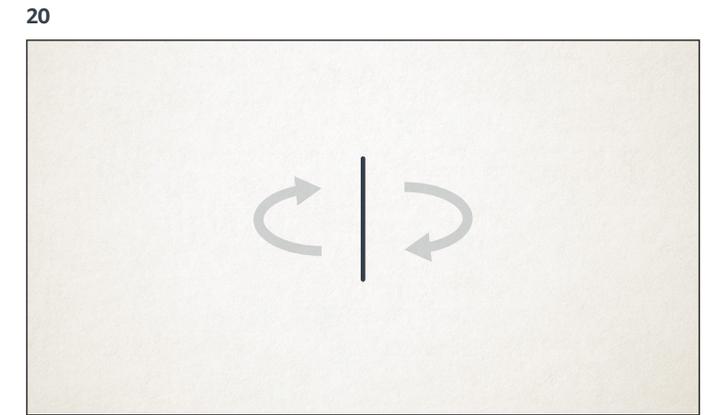
The corner of the screen peels up...



...and across as the page turns...

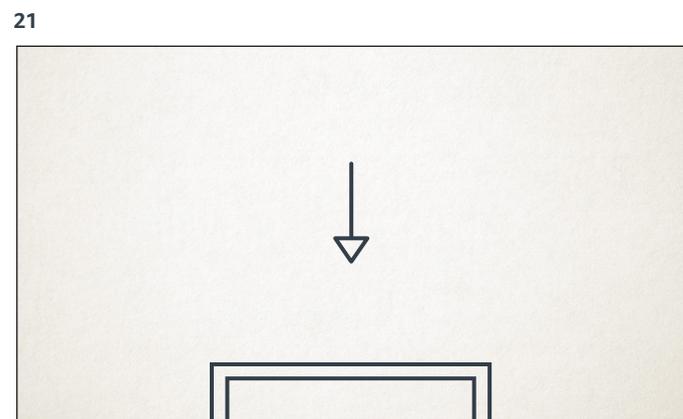


...to reveal the Woo Commerce logo.

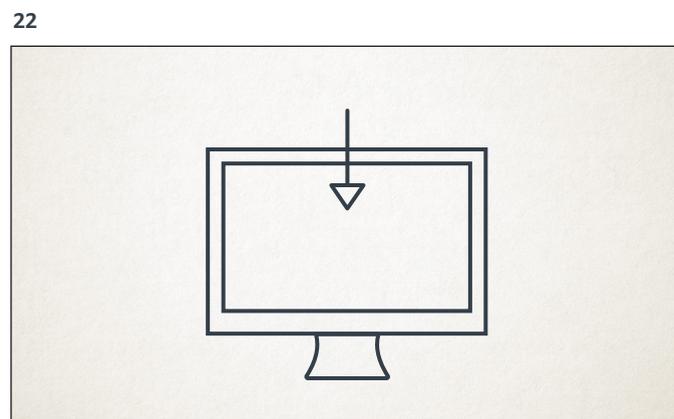


WooCommerce logo turns in space to form a single line.

**VO:**  
Download and activate the Amazon Pay Extension.



The line forms an arrow that begins to fall. We pan down with the arrow as a monitor icon comes into view.



The arrow slides into the monitor...

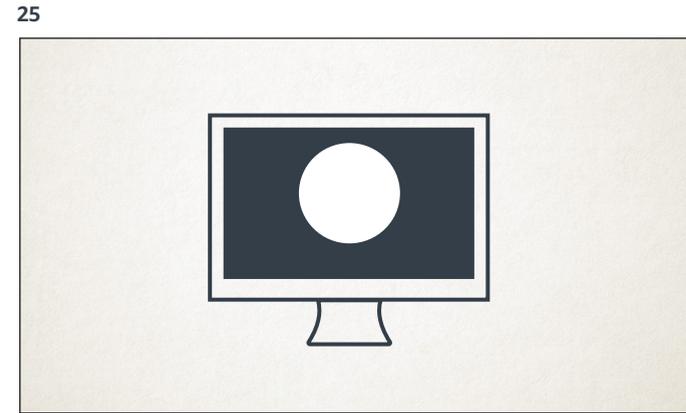


...to form a download icon.

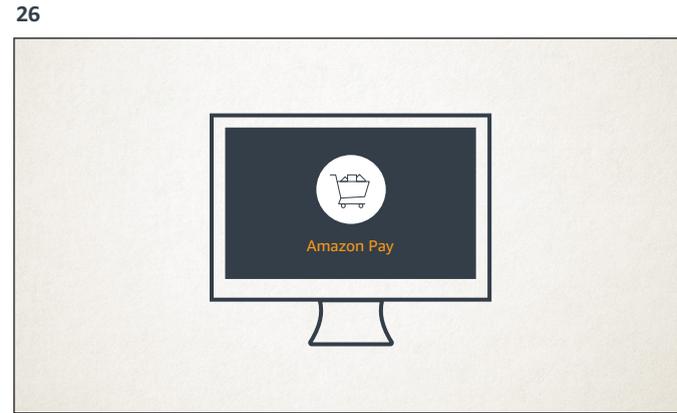


The download icon moves off screen as the Amazon Pay logo enters.

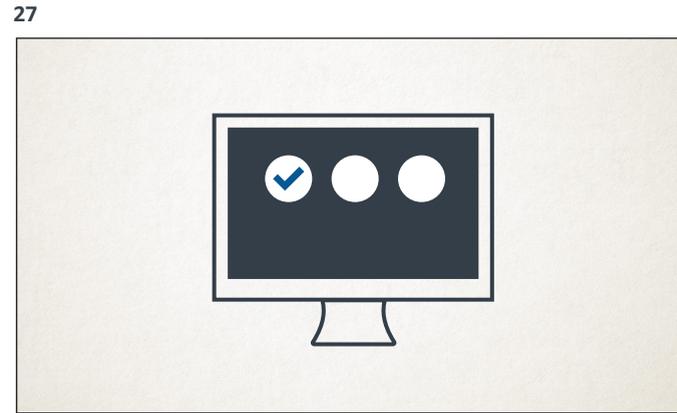
**VO:**  
Follow the on-screen instructions and launch Amazon Pay.



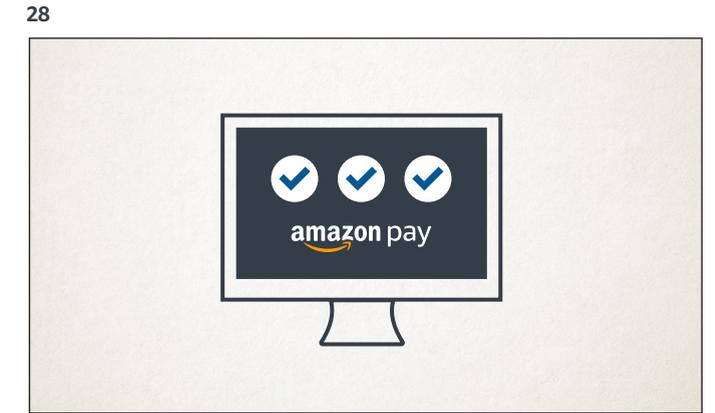
As the Amazon Pay logo moves offscreen, color washes in to form a white circle...



...and a shopping cart icon populates into the space. A text link for “Amazon Payments Advanced” emerges and is selected...



...causing the text to disappear and the spotlight exits as three smaller circles appear, growing blue checkmarks in their centers successively.



Once all the checkmarks appear, the Amazon Pay logo re-emerges.

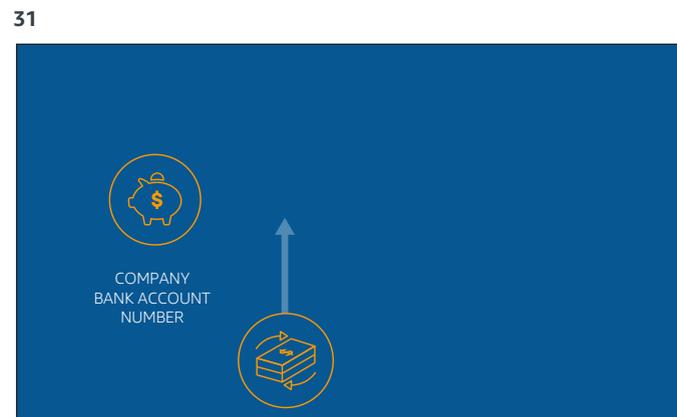
**VO:**  
Next, go to the Amazon Merchant Sign Up page. Before you start, you’ll need four things: your company’s bank account number, your company’s tax ID, a credit card for verification, and a few minutes of your time.



The camera zooms in on the center checkmark, causing the blue to overtake the background.



An icon representing the first of the “four things” slides up onto the screen, and its corresponding label appears beneath it as it comes to rest.



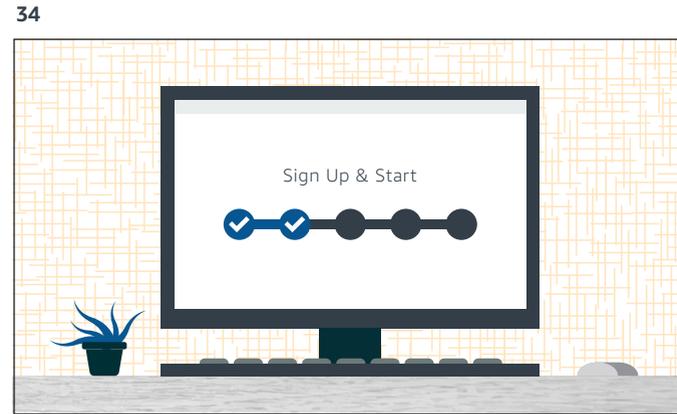
Three successive icons and labels appear in the same fashion.



VO:  
Now, just follow the prompts. Ready? Sign up for your Amazon account or use an existing account.



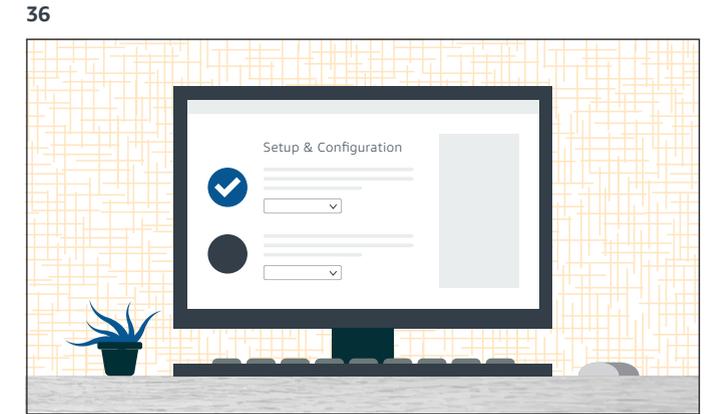
We zoom out to see the blue screen in a browser window on a desktop computer.



The browser advances to a new page, representing the Amazon Merchant Sign Up page. The “Submit” button is pressed.

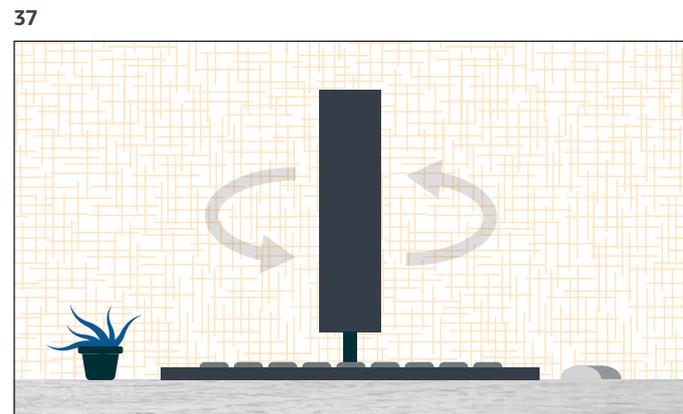


A new page appears in the browser. “Amazon Pay” types into the search bar, and a tile representing a link to the Amazon Pay plugin download page emerges and is selected.

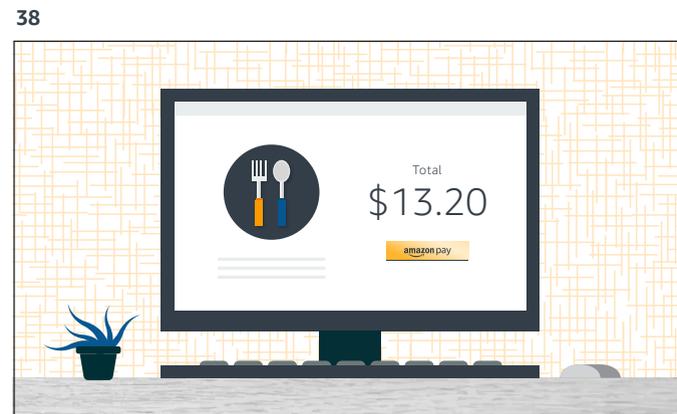


The browser swipes to the Setup and Configuration page.

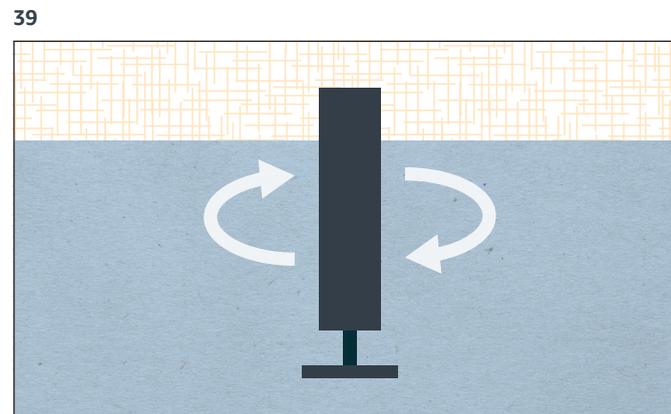
VO:  
Now, configure your settings and enable Amazon Pay. For more information, see the Amazon Pay documentation. That’s all you need to launch with Amazon Pay!



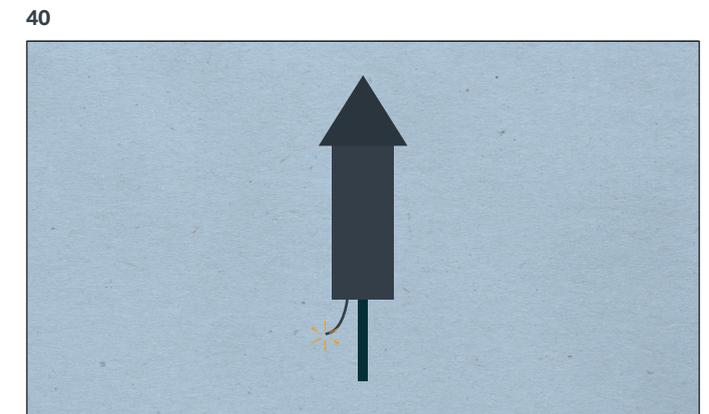
The computer monitor quickly rotates around to reveal an example of what the “Amazon Pay” button will look like to a customer. Rotating the computer helps differentiate between the experience of the user who is configuring and that of one of their customers.



The browser’s new page shows the “Amazon Pay” button embedded in the purchase path on a website. The button is pressed.

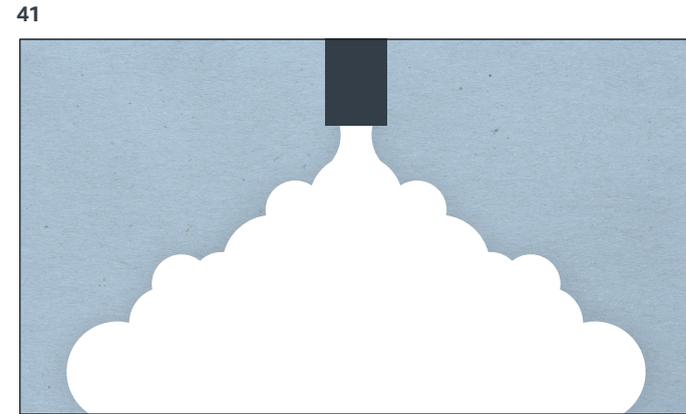


The office setup deconstructs as the computer rotates again to reform as the rocket.

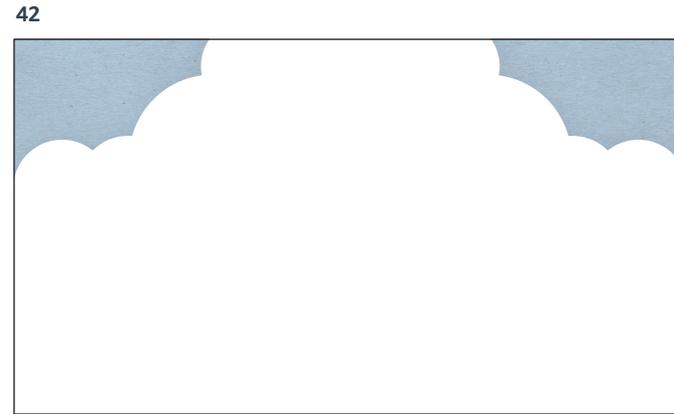


The fuse is re-lit and begins to burn down again.

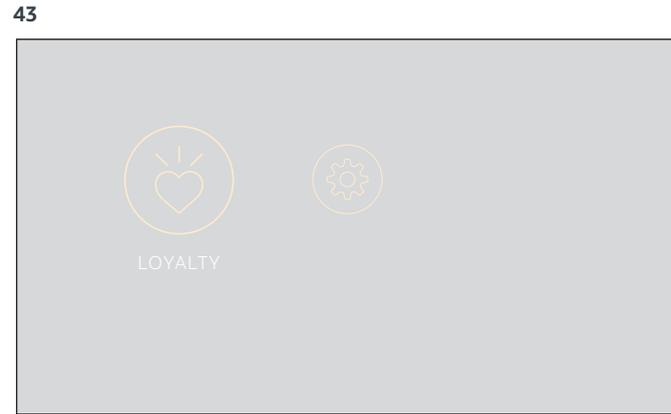
**VO:**  
Amazon Pay is the perfect way to create loyalty, build on Amazon's years of e-commerce innovation and help you build your business.



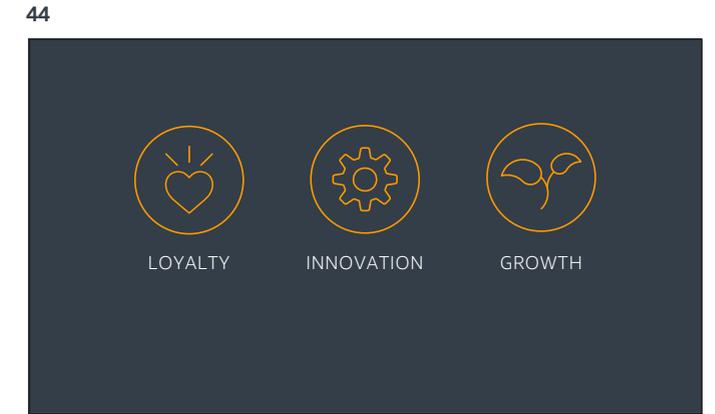
This time the rocket launches successfully as a cloud of smoke erupts...



...and fills the screen.



The smokes fades and a dark blue background is revealed, with three icons animating into place.

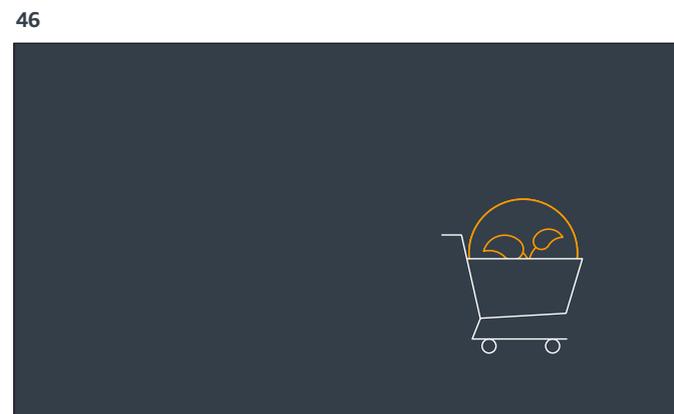


The other two icons animate in successively.

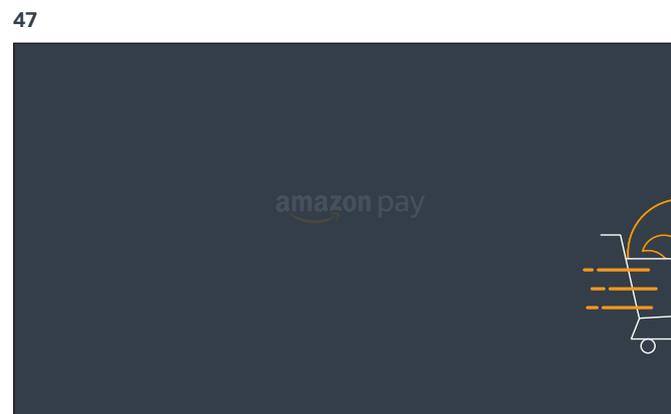
**VO:**  
Get started now.



The text labels minimize as an empty shopping cart enters from off screen. Each icon drops into the cart as it passes underneath.



The loyalty, innovation, and growth icons fall into the basket.



The now full cart drives off screen as the Amazon Pay logo enters.



The CTA and URL write into place beneath the AP logo.