



Video	Audio
<p>Images of a family arriving at the beach, setting up their chairs and umbrella</p> <p>Image of a couple hiking in the mountains and stoping to set up camp with umbrellas</p> <p>Images of people relaxing under their umbrellas. Then a gust of wind strikes and blows the umbrellas down</p>	<p>After finding that perfect spot on the beach...</p> <p>...or enjoying an intense hike up the mountain...</p> <p>...you just want to put your feet up and chill under your umbrella. But your plans to relax can quickly go south, when a gust of wind uproots your outdoor sanctuary.</p>
<p>Images of people frantically chasing their umbrella across the beach and down the mountain</p>	<p>Chasing your umbrella across the beach... or down a hill... is no one's idea of fun. But it happens all the time. Anchors on the market today that are supposed to secure your umbrella, just aren't up for the task. But, that's about to change.</p>
<p>Co-Founder On-Camera, sitting under umbrella and relaxing on the beach</p>	<p><i>"I'm John, Co-Founder of ON. Like you, we grew tired of dealing with unstable beach umbrellas. We wanted certainty that our beach time would be blissfully calm and joyful. So, we created an anchor that does what it is supposed to do...keep your umbrella secure in windy conditions."</i></p>
<p>Demonstration of the product and the set up process. Images of umbrella being set up in sand, soil and pebbles</p>	<p>Beachgoers and outdoor enthusiasts love the simplicity. It takes just 10 seconds to set up. Plant it in sand... soil...even pebbles... and adjust it to your desired height.</p>

<p>Co-Founder 2 On-Camera, showing the product and the durability and quality</p>	<p><i>“There’s no other product on the market like this. We’ve built the perfect anchor with heavy duty stainless steel for ultimate durability and superior quality.”</i></p>
<p>Demonstration shots of the ON withstanding tough tests</p> <p>Demonstration showing ON working with a wide range of umbrellas</p>	<p>The ON is tough enough to stay standing through mother nature’s most powerful winds...</p> <p>....and jet blasts from airplanes!</p> <p>Plus, it’s compatible with the most popular beach umbrellas. It’s rust proof, durable and so light weight...you won’t even know you are carrying it.</p>
<p>Images of people easily setting up their umbrella and enjoying their umbrella in windy conditions</p>	<p>The ON Beach Umbrella Anchor saves you time, struggle...and most importantly...keeps you covered.</p>
<p>Both Co-Founders On-Camera, sitting on beach relaxing under umbrella during a gust of wind</p> <p>Closing graphic and logo Text: Support Our Campaign Pre-Order Your ON Beach Umbrella Anchor</p>	<p><i>“Secure your leisure time! Support our campaign and preorder your ON Beach Umbrella Anchor. Together, let’s keep umbrellas where they should be...firmly planted in the ground.”</i></p>