

IDEA 1

Circus/Magic Scenario

Circus/Magic Alternate

Olden Times scenario

Superimposed words	Suggested Image	Alternate Image	Alternate scenario of images
Precision	Acrobats on the trapeze	Magician shuffling in preparation for card tricks	Arrow hitting bullseye, 2nd arrow splitting first arrow
Trust	Face of frightened woman about to be sawed in half, then scared volunteer against board as knife throwing act begins	Man about to be fired out of a canon ... elephant resting its foot on the trainer's chest	William Tell scene, boy with apple on head, arrow splits apple
Effectiveness	Prestidigitation	Pulling a rabbit out of a hat	Line of catapults firing
Focus your sales force... on selling	Exaggerated image of hypnosis ... watch on chain swinging, zombie stare of subject, rotating funnel image in eyes	A group of businessmen marching together in formation with briefcases in the Pasadena "Doo-dah" parade	Pied piper leading group through the village
Make pay-for-performance pay	Tiger jumping through a hoop, getting tossed meat as a reward	Man at carnival swinging sledge, weight goes all the way up and rings the bell	Sheriff John type, tossing bags of gold coin to his henchman
Align tactics...	Two woman jump from platform onto vault board ...	Closeups of underwater, straightjacketed magician's tactics... working out of handcuffs... wriggling out of jacketunshackling ankles	Pre-Copernicus/epicyclical model of planetary motion...
.... to strategy	...sending two acrobats into backwards somersault that puts them on top row of acrobat pyramid	...finally leaping out of tank, breathless but alive	...Galileo type pointing to picture of solar system, then looking off through telescope at stars
Be flexible	Contortionist	Slomo of Cannonball bouncing off strongman's stomach	Swordsman's contortions to avoid thrusts and parries
Drive revenues	People pouring into the circus tent past barker	Sleight of hand in which one coin becomes 2 becomes 3	King holding court, surrounded by riches and jewels
Grow every business profitably	Midget goes into magician's trunk/cabinet, cloud of smoke, door of trunk opens and giant comes out	Magician puts seed under handkerchief, waters, pulls away handkerchief and a plant has grown	Jack planting bean, beanstalk growing towards sky (may have to go to old cartoon)
Callidus: The business performance systems company	<u>Placard</u>	<u>Placard</u>	<u>Placard</u>

IDEA 2
Science/sci-fi

Superimposed words	Suggested Image	Alternate Image
Don't use a spreadsheet ...	Vintage video image of office-full of people working on rows of adding machines	Famous image of five-tier wing collapsing as circa 1903 plane attempts take off
... to do an application's job	Impressive blinking lights, spinning tape drive of early sci-fi computer	Sleek Enterprise-like spaceship flying through space (or even Flash Gordon's spaceship flying through the air)
Close the gap...	Open arc point structure (before the switch is thrown), surges into high-voltage arc lightning	One space ship rapidly closing on another
Between a manual process...	Someone working to break through a wall with a pick axe	Astronaut mixing up horrible looking stuff and squeezing it out of a tube
....and automation	Death ray beam vaporizes wall	Gourmet food materializing out of thin air at push of button ala' StarTrek
Scale for any business requirement	Something being enlarged in atomic ray (ala' reverse of "Honey I shrunk the kids")	Close-up of ray gun ... cut to giant death ray on wheels
Drive performance with precision	A cluster of flying saucers doing precision formation flying before zooming away at incredible speed	Luke Skywalker type guiding fast-moving flying scooter through thicket of trees ala' Star Wars
Callidus Software.	<u>Placard</u>	<u>Placard</u>
The Business Performance Systems Company	<u>Placard</u>	<u>Placard</u>

IDEA 3
Jazz

Superimposed words	Suggested Image	Alternate Image
Improvise at the speed of change	Intercut among jazz musicians wailing	Jazz guitarist one-shot, then closeup of his fingers flying across the fretboard
Get into the swing of things	Big band ballroom scene of lots of bobby-soxed kids swing dancing	Close up of couple swing dancing in spotlight right in front of the bandstand
Put your business in the groove	Big band horn section playing a riff, horns rising in unison	Any jazz soloist, eyes closed, apparently in ecstasy
Harmonize your revenue drivers	Image of two jazz horn players obviously playing a harmonized melody line	Shot of the Lennon sisters, singing in harmony (or, to be more hip, Hendricks and Ross)
Go, cats, go	Dixieland ensemble with clarinetist's horn pointed skyward and everyone soloing like mad	Trio trading solos: Wild drum solo, bass solo, piano solo
Blow the roof off your business	Cartoon image: band playing and swinging so hard that the house is swaying and the roof is literally popping off	End of a song with kids dancing, then they all go crazy with applause
Callidus Software	<u>Placard</u>	<u>Placard</u>
The Business Performance Systems Company	<u>Placard</u>	<u>Placard</u>

IDEA 4
Pay for Performance

	Suggested Image	Alternate Image
Incentive plans not working?	Donkey straining to get carrot, falls down, pole holding carrot breaks (or some other version of "carrot on a stick" not working to comic effect)	Owner doing everything to get a dog to sit up, including offering treats, but the dog won't sit up, or roll over, or anything else
Lots of compensation....not much performance?	Monkey pressing button, getting treat, immediately pressing button again, getting treat, ad infinitum	Scene where squealer is slowly convinced by a cop to rat someone out in a series of \$20 bills ... at \$100 he finally begins to talk
Motivate your people...	Better idea, using people, than stupid pet trick ala' Dave Letterman with "treat" reward	End of coach giving talk at halftime, players clearly pumped up
.... Pay your ePartners to perform	Some trick with a group of seals ... i.e. a ball or something being passed along to several other seals in a series, with fish thrown as reward to all the seals...and they all clap	Flashy web site page that screams for the user to buy (like neon ad for help haunting humans from Beetlejuice)
Old dogs <i>can</i> learn new tricks.	Stupid pet trick aka' Dave Letterman with "treat" reward	Onscreen gif animation of ancient dog, whose trick is to wake up, wag his tail, go back to sleep. Movie version of same thing. (Lots of dogs GIF animations of dogs doing tricks you could collect on a web page.)
Callidus Software	<u>Placard</u>	<u>Placard</u>
The Business Performance Systems Company	<u>Placard</u>	<u>Placard</u>

IDEA 5
Reach the summit

Superimposed words	Suggested Image	Alternate Image
Expertise	Head of expedition at base camp with a particular color jacket on, checking climbing gear, directing Sherpas	
Leading the Way	Group of climbers lead by guy with that same color jacket on, working up face of glacier	
Precision	Closeup of someone driving a piton and adding a carbiner, checking its security	
Trust	Closeup of a fall and the safety rope tightening and then...	
Effectiveness	... the swinging climber is okay and struggles to pull himself back up	
Give everyone a stake	One climber pulling the person behind him up to the next level. Clearly everyone is roped together	
Reach the Summit	Climber nearing the top, then team enjoying the panorama from on top	
Callidus Software	<u>Placard</u>	<u>Placard</u>
The Business Performance Systems Company	<u>Placard</u>	<u>Placard</u>

IDEA 6

Superimposed words	Suggested Image	Alternate Image
Expertise	Head of expedition at base camp with a particular color jacket on, checking climbing gear, directing Sherpas	
Leading the Way	Group of climbers lead by guy with that same color jacket on, working up face of glacier	
Precision	Closeup of someone driving a piton and adding a carbiner, checking its security	
Trust	Closeup of a fall and the safety rope tightening and then...	
Effectiveness	... the swinging climber is okay and struggles to pull himself back up	
Give everyone a stake	One climber pulling the person behind him up to the next level. Clearly everyone is roped together	
Reach the Summit	Climber nearing the top, then team enjoying the panorama from on top	
Callidus Software	<u>Placard</u>	<u>Placard</u>
The Business Performance Systems Company	<u>Placard</u>	<u>Placard</u>