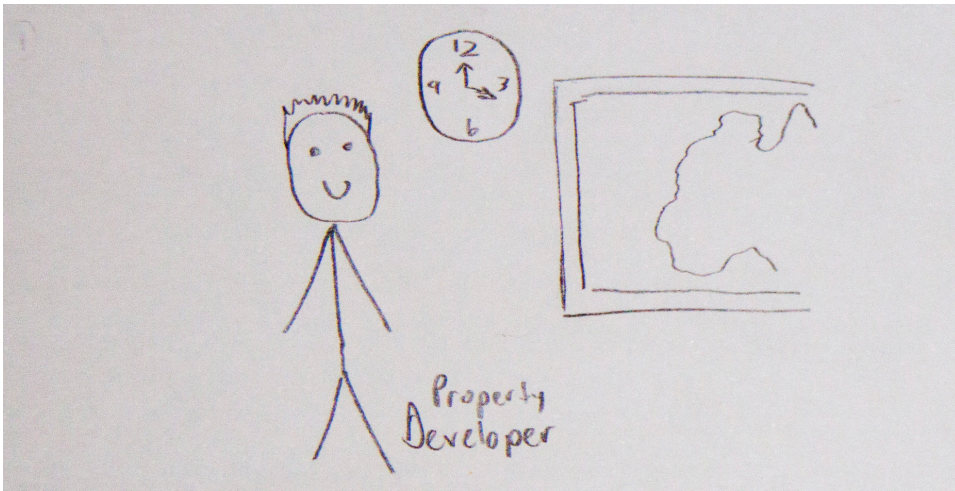


1



Voice Over: So you're a busy property developer with multiple projects on the go

Description:

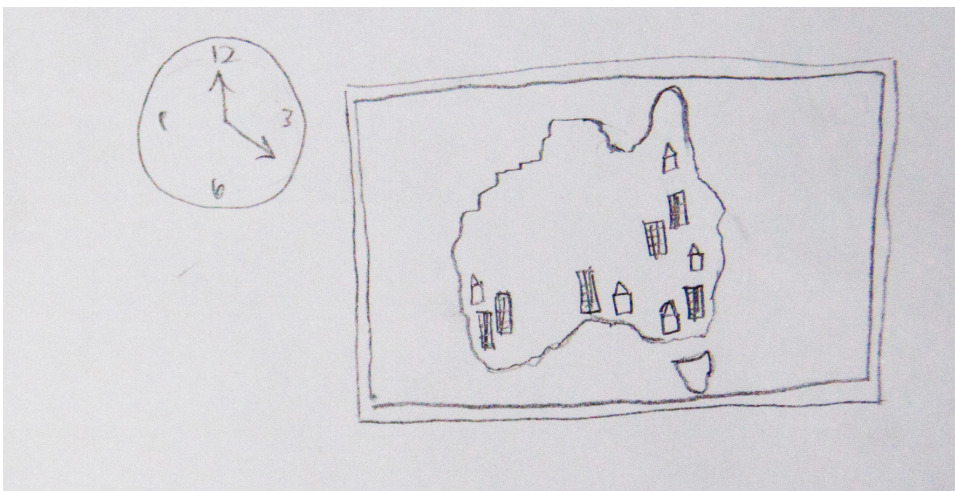
We join the video with a quick fade in

Voice over is read and the transition to the next slide is a zoom into the map on the wall

Assets:

Items: Property developer character, property developer label, clock, map. Sounds: Swoosh sound on the zoom effect on the transition

2



Voice Over: You have lots of great stock at fantastic prices but sometimes the sales process is just too long and too slow

Description:

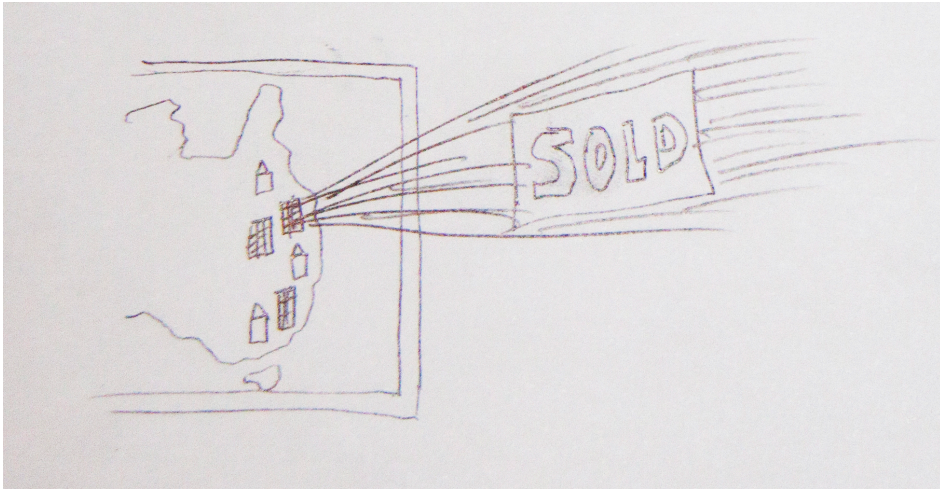
As the voice over is being read the pictures of building projects pop in over the map. As the voice over gets to the "too long and too slow" part you need to make the clock slow right down. Perhaps zoom into it and make it tick slowly.

Transition to the next slide is a fast dynamic zoom into the right hand side of the map

Assets:

Items: Map, buildings on the map, clock. Sounds: Popping sound when the buildings appear on the map. Slow clock ticking sound on the too long and too slow part.

3



Voice Over: What you really need to do is move lots of stock quickly

Description:

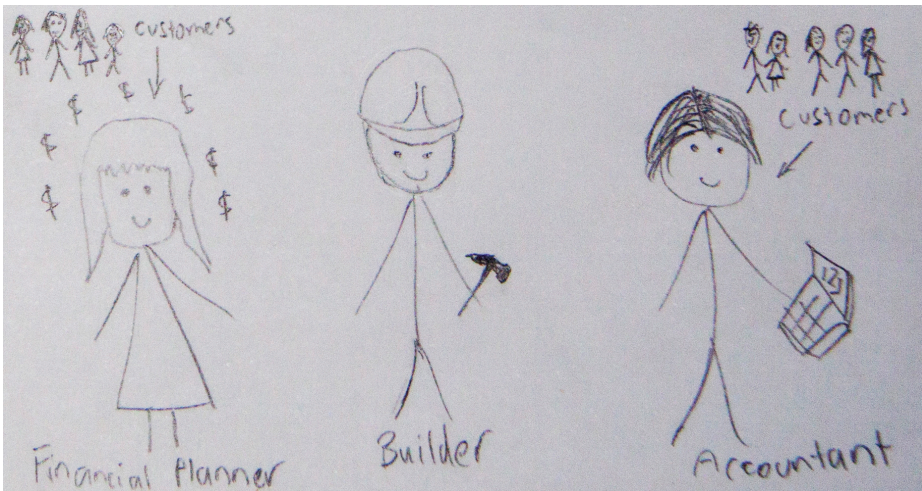
Make several "SOLD" signs come out of the buildings on the map. Make it happen quickly and lots of them!

Transition to the next slide is a super fast swipe.

Assets:

Items: Map, buildings on the map, sold signs, dynamic movement of the sold signs. Sounds: Swoosh sound as the map is zoomed in. Wind sound as the sold signs pass from the map outward.

4



Voice Over: And you need the builders and buyers

Description:

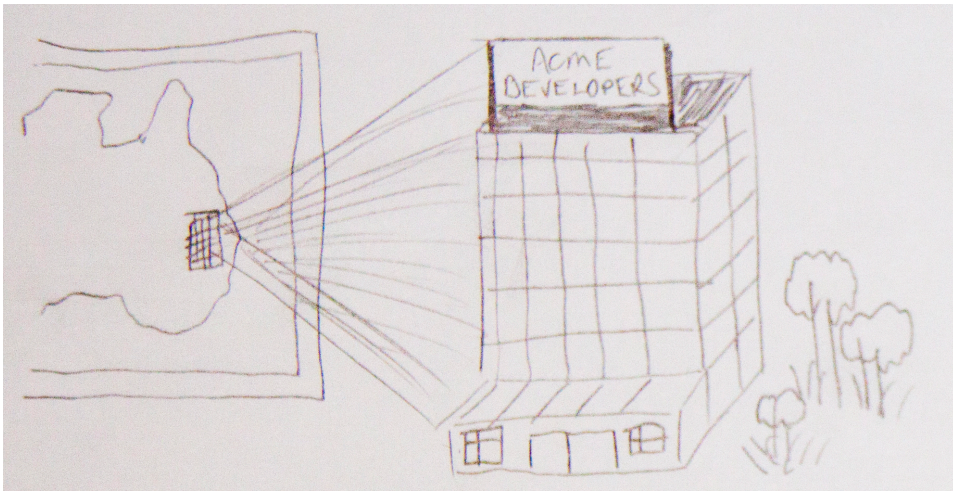
Pop the builder in first, then the financial planner and last the accountant. Pop the customers in at the same time and use an arrow to point at the financial planner and the accountant.

Transition is a zoom back to the previous map without the sold signs

Assets:

Items: Financial planner with dollar signs and customers, builder with hammer, accountant with calculator and customers. Sounds: Cute "Hello" sounds from each of the characters as they pop in. Swoosh sound on transition

5



Voice Over: to take your plans and turn them into reality

Description:

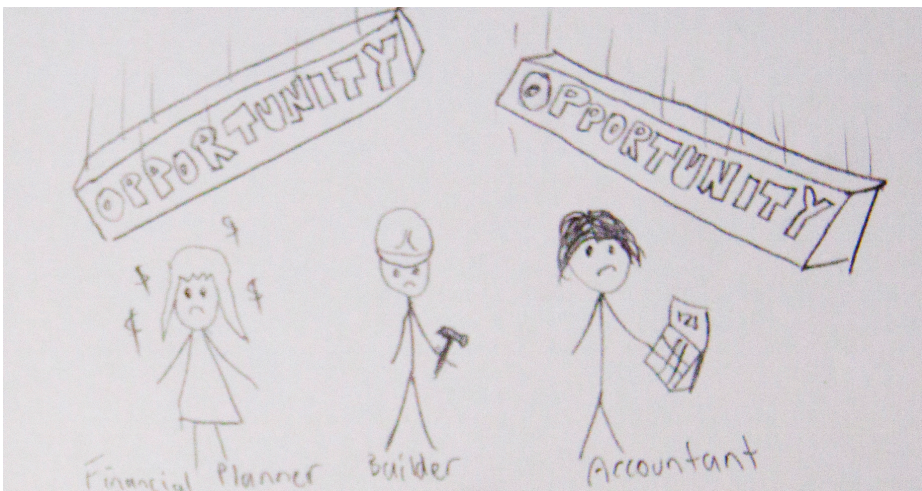
The building should be projected out of the map into reality.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Map, building on the map, the real building, trees and grass around the building. Sounds: Projection sound when the building appears. Swoosh sound on transition.

6



Voice Over: But the trouble is these builders and buyers are swamped with too many opportunities

Description:

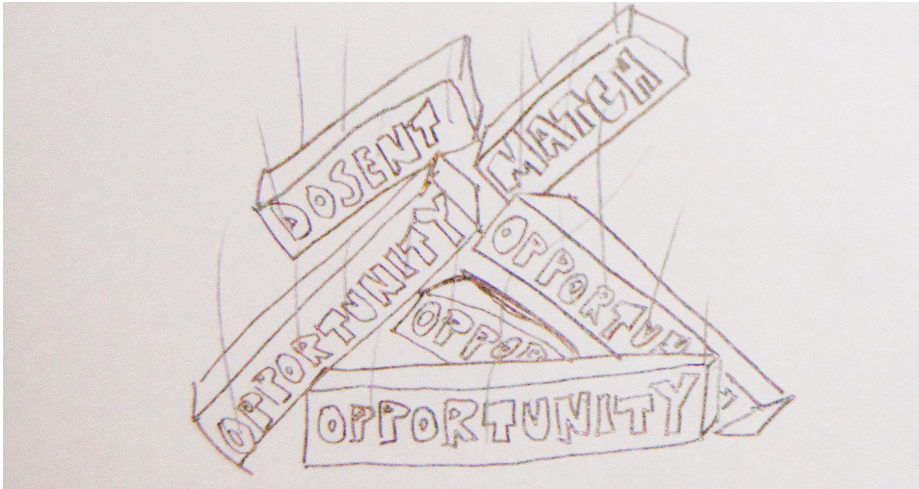
The financial planner, builder and accountant should all appear first with sad faces.

Opportunity blocks should fall from the sky as the word "opportunity" is said

Assets:

Items: Financial planner character, builder, accountant, opportunity blocks, dynamic falling effect. Sounds: Squealing sounds as the blocks are falling. Sounds: Wooden blocks clunking together as they fall.

7



Voice Over: that just don't match their needs

Description:

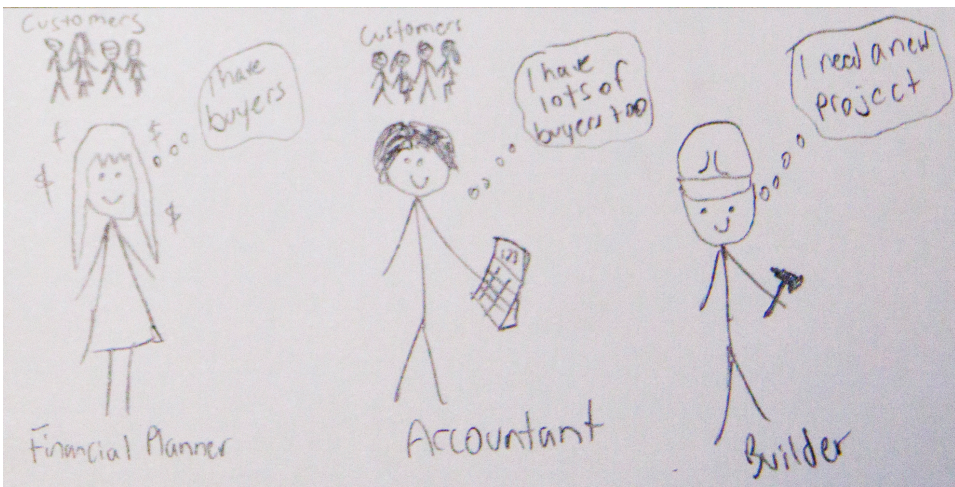
The opportunity blocks should squash the characters and pile up with the last two in different colors to stand out saying "Doesn't" and "match"

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Opportunity blocks, doesn't block, match block, dynamic falling effect. Sounds: Wooden blocks clunking together as they pile up. Swoosh sound on transition to the next slide.

8



Voice Over: Accountants, Financial Planners and Builders want your stock but they don't know about it and they just don't have the time to search for it

Description:

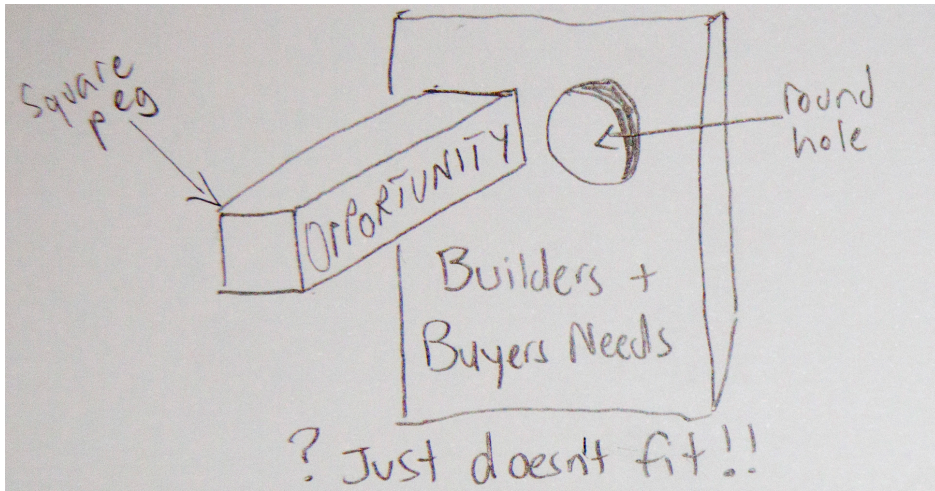
Have all the characters there at once. The thought bubble of the Financial Planner should be first saying "I have buyers", second the Accountant saying "I have lots of buyers too", and finally the Builder saying "I need a new project"

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Financial planner and customers, accountant and customers, builder, thought bubbles. Sounds: Saying the content of the thought bubble in a funny muffled voice. Swoosh sound on transition to the next slide.

9



Voice Over: and the opportunities that they do see just don't seem to fit

Description:

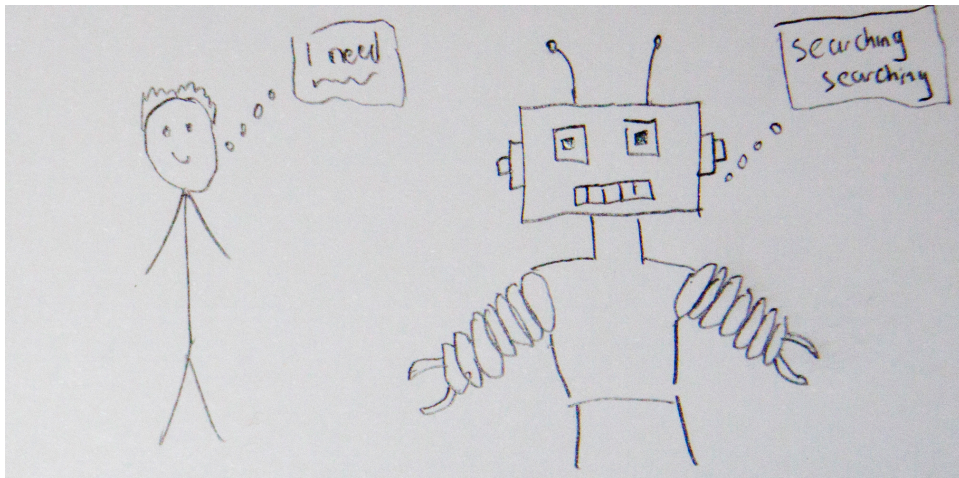
Try and push the square peg into the round hole, when it doesn't work make the text appear to say "It just doesn't fit"

Keep all of the text as per the drawing.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Square opportunity peg, wood with small round hole, text.
 Sounds: Wood clunking together when the peg hits the board. A bell sound when the text "Just doesn't fit" appears. Swoosh sound on transition to the next slide.



Voice Over: What you need is a robot that can do all of the searching and matching for you?

Description:

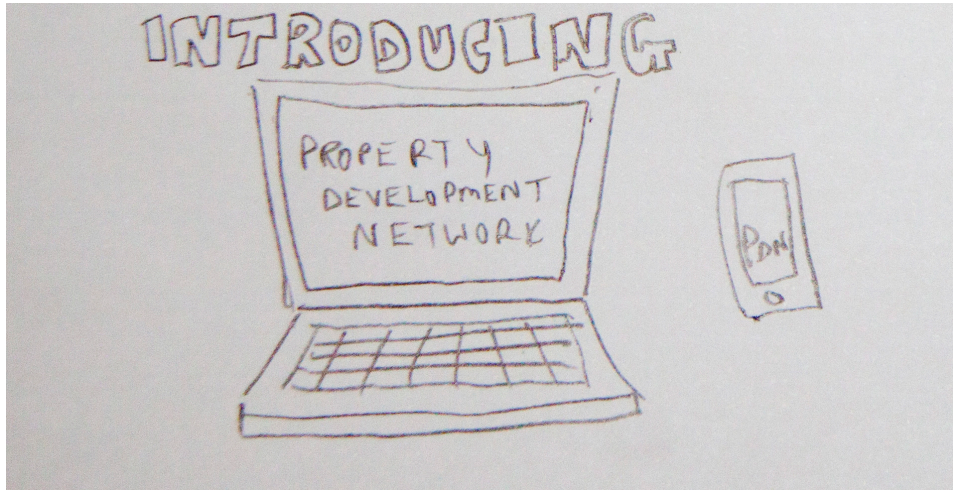
Make the characters appear at the same time and make the property developers thought bubble appear first saying "I need ___" then make the robots thought bubble appear saying "Searching, searching..."

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Property developer character, robot character, thought bubbles.
 Sounds: Property Developer saying the content of the thought bubble in a funny muffled voice. Robot saying, "Searching searching" in a robot voice. Swoosh sound on transition to the next slide.

11



Voice Over: Introducing property development network

Description:

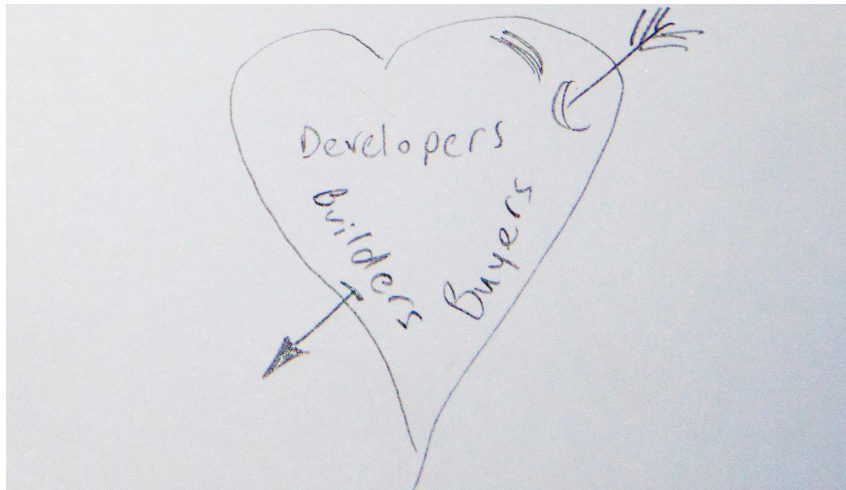
Make the computer and phone swipe in from the left then the word "Introducing" fall from the top. Type the words "Property Development Network" at lightning speed

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Phone, computer, headline, text on computer. Sounds: typing sound as the words appear. Swiping sound as the computer appears. Swoosh sound on transition to the next slide.

12



Voice Over: It's like a dating site but for Developers, Builders and Buyers

Description:

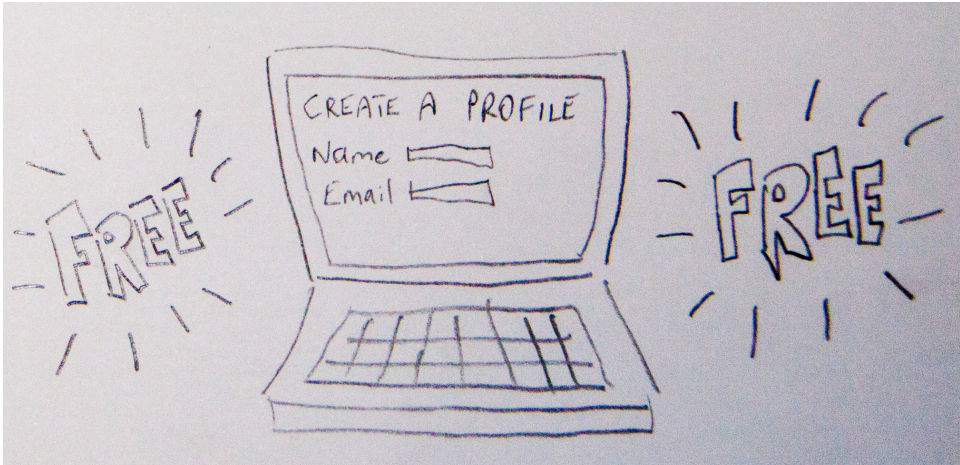
The love heart should appear first and the words should appear in the order: Developers, Builders, Buyers. Once the words have appeared the arrow should be fired through the heart.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Love heart, text, arrow. Sounds: Bell sound as each word appears and an arrow sound as the arrow flies in. Swoosh sound on transition to the next slide.

3



Voice Over: Create a profile for free

Description:

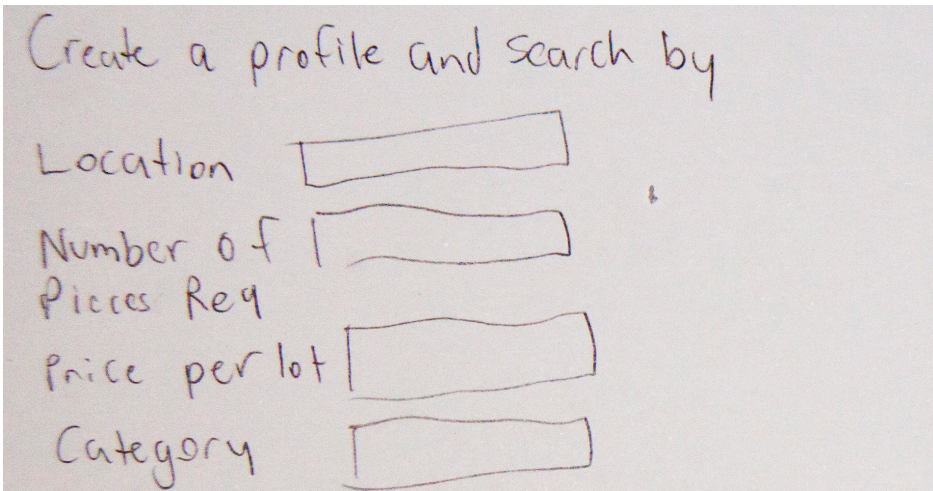
Computer should already be there and the words "Free" should appear simultaneously and flash brightly.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Computer, "Free" text. Sounds: Tada sound when the "Free" appears. Swoosh sound on transition to the next slide.

4



Voice Over: Upload and search by: Location, Number of pieces required, price range per lot and the category of property you are seeking to buy or sell

Description:

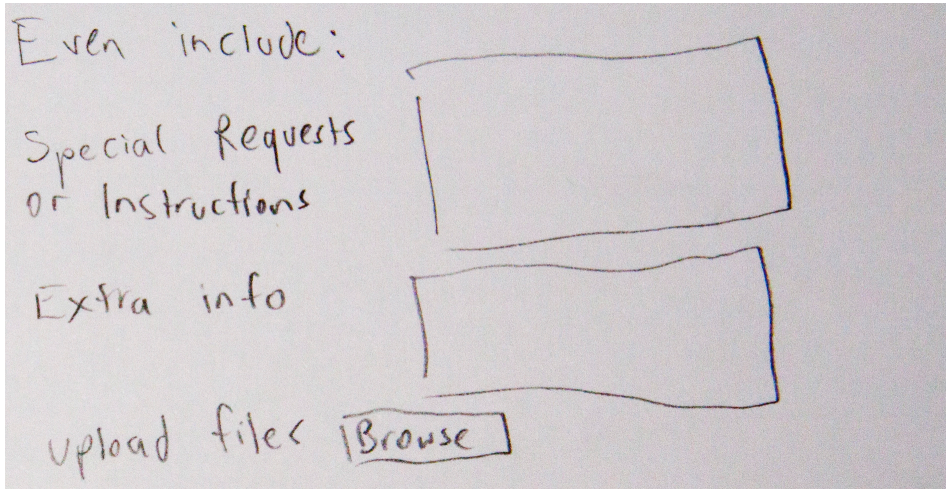
The items in the drawing should appear with a large mouse pointing to the various line items as they are read in the Voice Over.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Text, giant mouse cursor. Sounds: Clicking sound as the line item is mentioned. Swoosh sound on transition to the next slide.

5



Voice Over: You can even include special requests and instructions and upload files as required

Description:

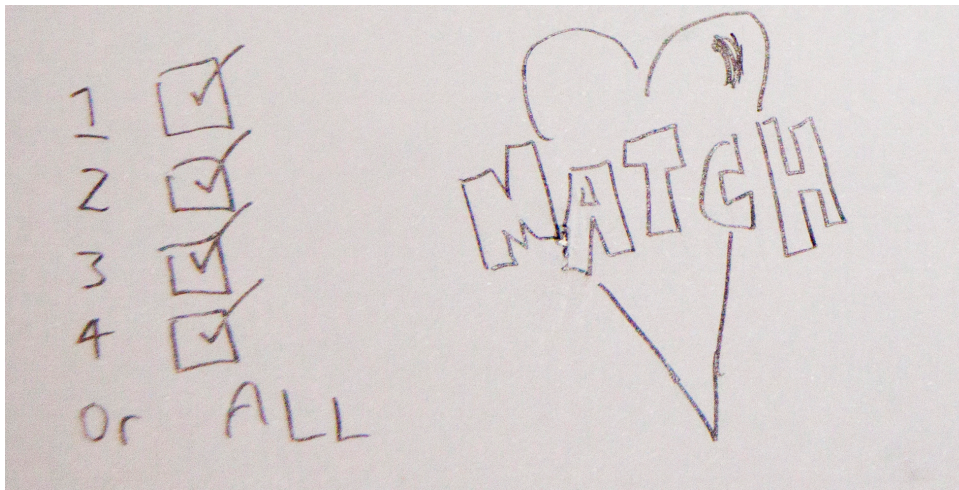
The items in the drawing should appear with a large mouse pointing to the various line items as they are read in the Voice Over.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Text, giant mouse cursor. Sounds: Clicking sound as the line item is mentioned. Swoosh sound on transition to the next slide.

5



Voice Over: Our robot will match you by 1, 2, 3, or all categories

Description:

The items in the drawing should appear with a large mouse pointing to the various line items as they are read in the Voice Over. A tick should appear in the boxes as the numbers are read.

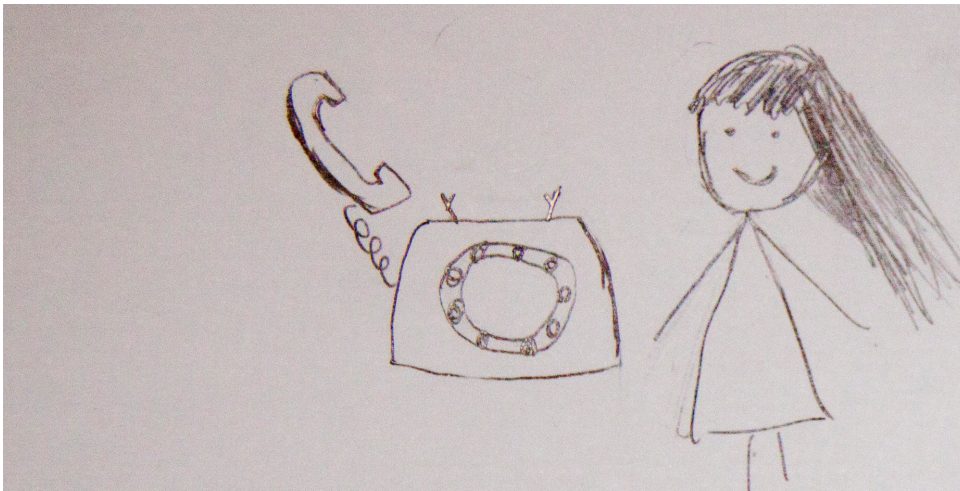
As the "All" is said the heart should appear with a bell sound

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Text, giant mouse cursor. Sounds: Clicking sound as the line item is mentioned. Bell as the heart appears. Swoosh sound on transition to the next slide.

.7



Voice Over: And once we find a match a member of our staff will call you on the phone to discuss the opportunity

Description:

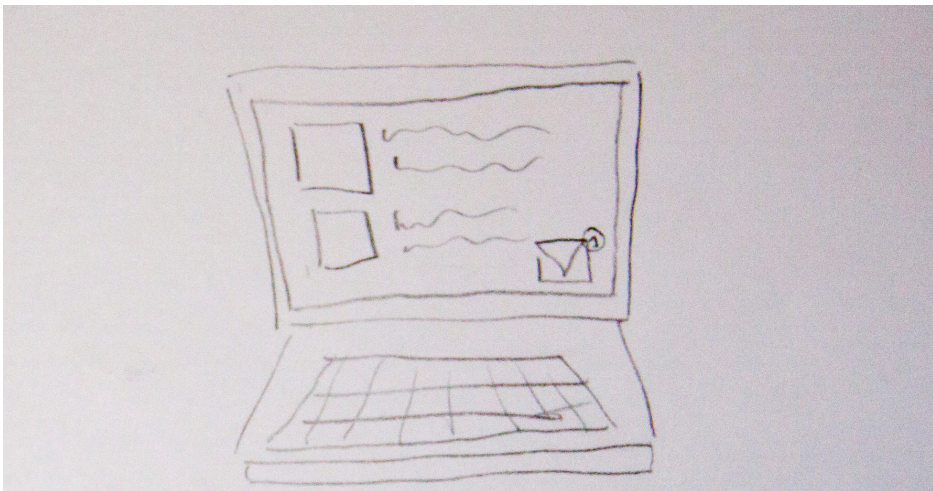
Old fashioned phone and girl appear together. As the voice over is read and it says 'A member of staff will call you" the hand set should lift off the phone and the girl talk in a muffled funny and cute voice.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Phone, girl. Sounds: Phone ringing when voice over says "Will call". Muffled girl talking (funny). Swoosh sound on transition to the next slide.

3



Voice Over: So there is no trawling through hundreds of boring profiles or answering millions of unnecessary emails. So what are you waiting for? Come on over and Join for free:

Description:

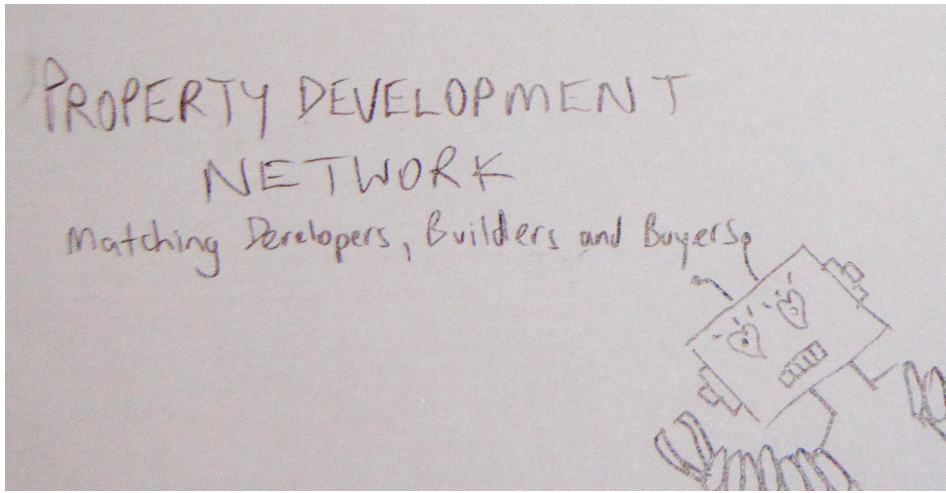
Computer should appear with profiles scrolling endlessly. The email icon should show ever increasing numbers to represent receiving millions of emails as per the voice over.

Transition to next slide should be a dynamic and fast swipe

Assets:

Items: Computer, profiles scrolling on the computer, email icon, email number increasing. Sounds: Mouse clicking and emails pinging faster as more and more come in. Swoosh sound on transition to the final slide.

9



Voice Over: Property development network. Matching Developers, Builders and Buyers.

Description:

Words "Property Development Network" appear individually as they are said by the voice over. Same goes for the tag line. Should appear in the centre of the screen.

Once the words have appeared and the voice over finished the robot with love hearts for eyes should appear from the bottom right side and bump the text with his head and give a wave good bye

Assets:

Items: Text. Sounds: Swoosh sounds as the text appears. Bumping sound when the robot bumps the text and a muffled "Bye" in robot talk to finish.

)



Voice Over:

Description:

Fade the slide to white

Assets: