

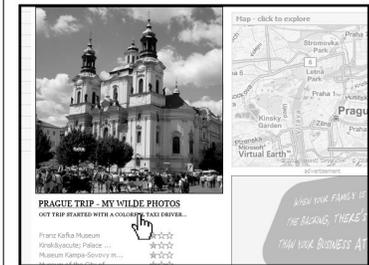
**Faux right**  
- vlc

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|---|---|
|    | <p><b>Section 1 – Video of Safari on the African Savannah</b></p> <p>A fly crawls on someone's manly neck.</p> <p>Camera pulls out.</p>   |
|    | <p>A man slaps this fly on his sweaty neck, and looks towards camera. He sees something.</p> <p>Camera pulls out.</p>   |
|   | <p>Man stands near a jeep, watching a herd of wildebeest storm past. Dust swirls. The Landscape is amazing.</p> <p>Camera stops pulling out.</p> <p>The entire shot shrinks to become one part of a web page.</p>   |
|  | <p>We see the video clip in small section of a COMPANY travel portal.</p> <p>(Other videos appear from same event? “See me feeding a wildebeest”)</p>   |
|  | <p>We click “See where I was last week”. (or whatever connection/transition makes sense. “Recommended Trips”?).</p> <p>(or “similar interests”? ...</p> <p>I'm trying to imply that the viewer thought Africa was cool but wants to see where else they might go. Perhaps by clicking some suggested link, which makes a strange recommendation to a wildly different setting.)</p> |



A Prague trip report photo gallery appears. Shots of buildings, streets, and people - from the upcoming sequence. The first photo is of a taxi driver (or a landmark).

**Section 2 – Photos being taken of Prague and displayed on screen**



Click first photo, and it has blog text. A head line like “Don't ask the taxi driver how much tip is appropriate” (or you have to see this landmark).



Woman gets out of a taxi, while her Daughter snaps photos of a landmark.



Shots of city. (outsides of buildings. Crazy streets)  
(perhaps our video freeze frames out these photos?)



Shots of people outside (in the wild).  
(perhaps Daughter is in shot, talking to another girl her age?)



Shots of restaurants or hotel lobby (inside of buildings)  
(perhaps mother is sitting down at a table)  
(perhaps show her Daughter climbing up a couch/chair, just like the safari dude at the beginning?)



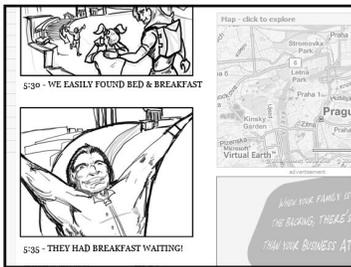
Woman points the way for a less-enabled tourist (who has a giant map, old cameras, and some confusion).

Perhaps our woman is helping the tourist find something huge and cliché (whatever is Prague's equivalent of an Eiffel tower?) - implying that our heroine has evolved well beyond the old cliché of confused superficial tourism.



Woman and her daughter approach an authentic bed and breakfast on the edge of town,. (they've found "the real prague").

The jolly old owner is walking down to greet them.  
Daughter snaps a photo of the jolly owner.



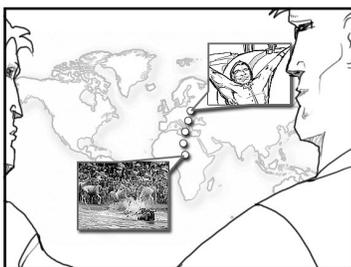
This Jolly Owner Photo is displayed on the COMPANY travel portal (in the middle of the photo chain).

Photo Descriptor text reads something like "They even knew what we looked like, thanks to our COMPANY booking!" or "They had breakfast waiting!"



We pull back from computer to show a guy gesturing to someone "check this out" (this guy is either midway through a third adventure in Hong Kong, Or in some sterile apartment).

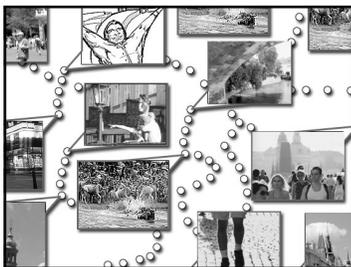
We imply that someone has used these trip samples to decide his own trip.



Over shoulders, we see a COMPANY Earth map, pulling out from Prague, where the Jolly-Owner photo featured.

The WildeBeest video/photo pops up over Africa. Dots connect the two (implying the path he's taken so far, just searching through trips).

We are revealing the breadth of coverage available, with friendly/personalized context sensitive identifiers.



TONS of other destinations appear all over the place, and the world map fades away.

It's not about the cold tools, it's about all the users and their cool content (and the special discounts? Maybe a path is highlighted/chosen as super cheap...?).

This Image collage blurs out, so the final branding and catch phrase can be the final focus:

"Explore, Book and Share your next adventure"