

Target Customer	Lifestyle Oriented Feature Seekers looking to buy a second home
Tag Line	Spend your time as wisely as you spend your money
Tone	Feature value vs. Price Value
Outcome	Client is curious and enticed by their “dream life” and signs up at website
2 - 3 Minute Pitch	<p>Title: "Hotela. A feast for the price of an appetizer."</p> <p>[Opening Scene: A man sits at a table facing outward, as if visualizing a scene. On the other side of the table is an estate agent and an old-timey accountant. The man is listing off items out loud. Every time he lists something off, the accountant types a lots of numbers in and rings it off. The estate agent looks increasingly harried as the list gets longer.]</p> <p>Man [Exuberantly]: I want to ski! And none of that only between 9 and 10 on a Tuesday if it's sunny! Something fun for the kids to do! And Safe! I want lunches and dinners sorted! Maybe a movie theater for the family! A spa for the wife! And a masseuse for me! We should have good staff! Mountain bikes for the summer! Somewhere wild! But not so remote that there's nowhere to have a good time! And I want a view!</p> <p>Accountant [hurriedly]: Yes sir! Got it. Yep. Adding that! Could be pricey... movie theatre? Remote? Skiing, yes.</p> <p>Narrator: "Planning your dream life?"</p> <p>[The accountant takes a while to finish inputting all the numbers, and finally tears off the slip and takes it to the man. The man is shocked and looks up with mouth open at the accountant.]</p> <p>Man: "WHAT!?"</p> <p>[The estate agent spends a lot of time typing into his computer that looks old and dated. He keeps tutting and shaking his head, crossing off items from a list that seems like he is working from a hand written list one item at a time.]</p> <p>Estate Agent: "I don't know WHERE you're gonna get all THAT!"</p> <p>Man: "What do I pay you for? This is a waste of time!"</p> <p>[The man looks down dejectedly at his receipt. A very well dressed butler enters from off-screen holding a shiny silver cloche. He lifts the lid of the cloche and presents a small slip of paper to the seated man. A closed laptop is on the tray. The man picks the slip up and reads it. It is clearly the same paper as the accountants receipt, but it is remarkably smaller. The man's jaw drops. He looks up at the butler.]</p> <p>Man: "Hotela?"</p> <p>[The butler nods at the man.]</p>

Travel Agent: "Hotela?"

Accountant: "Hotela? Sounds Expensive."

[The man hands the accountant the slip. The accountant reads it and his jaw drops. He looks in shock at the butler.]

Accountant: "And he OWNS a piece of it ALL?"

[The butler nods at him and the man.]

Accountant: "Hotela..."

Man: "Hotela."

Butler: "We won't be needing you anymore—"

[He snaps his fingers and the travel agent disappears.]

Butler: "—Or you."

[He snaps his fingers again and the accountant and his big slip disappears. He opens the laptop for the man, who looks at the screen.]

Butler: "The Hotela website allows you to sign up instantly sir. Choose your shares and the algorithm will work everything out for you."

[The man looks at the screen and clicks a few times on the touchpad.]

Man (looking up at the butler): "And that's it? And I get everything I wanted?"

Butler: "Yes sir. Hotela doesn't waste your time. Everything is managed for you, and everything is ready when you are."

Man: "Well...I'm ready!"

Butler: "Very good sir."

[He snaps his fingers. A chauffeur appears. The man stands up, clearly amazed at how quickly the chauffeur arrived. His eyes are alight and his face is full of delight as he gets up and fairly bounces off behind the chauffeur.]

Man: "HOTELA!"

Butler (turning to the camera): "Hotela. A feast for the price of an appetizer."

[Fade out to Hotela Logo and website]

	Narrator: "Spend your time as wisely as you spend your money. Sign up today at Hotela.com. Your dream home and dream life are just a few clicks away."
CTA	Spend your time as wisely as you spend your money.