

Target Customer	Second Home Buyer / Owner
Tag Line	It's always a good time
Tone	Humorous / Comparative
Outcome	Client feels urgency to sign up at website
2 - 3 Minute Pitch	<p>Title: "Hotela. Always a good time."</p> <p>[Opening Scene: A couple is sitting at an upmarket restaurant. They clearly have a good lifestyle, and are people of means]</p> <p>Wife: "I really want to get away this weekend!"</p> <p>Husband: "I know but it's mid-season and there's no way we'll get a booking anywhere, and we can't afford a home anywhere close to where the skiing is good and I don't know if it's the right time--"</p> <p>[A very well dressed butler appears holding a tray with a device comprised of a device with several shiny golden buttons. He interjects into the conversation]</p> <p>Butler (cutting off the man's excuses): "Hotela!</p> <p>[The butler pushes two of the buttons. A chauffeur and a ski instructor appear and lead the couple off into a waiting fancy town car.]</p> <p>Butler: (butler smiles at camera) "It's always the right time!"</p> <p>[Cut to scene of a family sitting in the lounge of a luxury suite]</p> <p>Children (In turn): "I want to go camping! I want to game! I want to watch a movie!"</p> <p>Wife: "I want to relax!"</p> <p>Husband: "There's no TIME!"</p> <p>[A very well dressed butler appears behind them holding a tray with a device comprised of a device with several shiny golden buttons. He presses buttons as he looks at each member. As he pushes each button, each member is outfitted with their chosen activity. The child who wants to camp suddenly has hiking gear and a guide. The gamer suddenly has the latest gaming console hooked up and he's playing games in the lounge. The movie child is led away with popcorn and drinks by a well-dressed staff member. The mother is suddenly wearing a robe and smiles up at a handsome masseuse, who leads her away. The man starts as each member is catered for]</p>

Husband (rubbing hands together and smiling): "Well! I guess that just leaves me! What will it be this time? (He looks at the butler) "I can't choose...surprise me!"

[The butler nods assent]

Butler (smiling indulgently): "Of course sir."

[He looks at the buttons and thinks, then pushes a button. The man is now wearing VR gear. He phases out electronically as if disappearing into a virtual experience.]

Butler: "Hotela!

[Butler smiles at camera.]

Butler: "There's always time!"

[Cut to scene of two men sitting enjoying a drink together near a BBQ]

Man 1: "Goin' fishin' this year. Heard there's really big ones in the lakes up in Niseko."

Man 2: "Thought you and the wife were going wine tasting this year? And aren't your kids coming to stay with you this summer?"

Colleague: [chuckling and smiling satisfied] "Heh. Yep. All o' that. And more."

[A very well dressed butler appears holding a tray with a device comprised of a device with several shiny golden buttons, startling Man 2]

Butler: "Hotela!"

[The butler pushes several buttons.]

[Man 2 and his wife are sitting in a beautiful wine cellar, being spoken to by a sommelier as the nod and taste wine. They exit the wine cellar and their adult children come into the picture and greet them. A staff member approaches the man clearly holding fishing gear. The man smiles and heads off with the staff member. The wife goes off with the children who are dressed as if they're going to the pool. As they walk away, staff members walk behind them holding several delicious looking lunch dishes.]

[The butler walks into frame and smiles at camera.] "Hotela. There's plenty of time!"

[Cut to scene in office. A man is on the phone. Faintly we hear a demanding voice talking quick for at him.]

	<p>Boss: (on the phone, he seems stressed, rubbing his forehead.) “Of course my dear. Yes my dear. You’ll have it just how you like it. The best, of course. In a week? IN season? Next week!?”</p> <p>[The man puts the phone down, and picks up a slightly messy pile of papers.]</p> <p>Boss: “How on earth am I going to find a private ski lodge, and a chef, and a chauffeur in a week?”</p> <p>[A very well dressed butler appears holding a tray with a device on it. The device has several shiny golden buttons. The man is startled by his sudden appearance.]</p> <p>Butler: “Hotela! “</p> <p>[He pushes buttons. He then picks up the mans papers and tidies them neatly. He pushes a button and they disappear.]</p> <p>Butler: “There’s always time!”</p> <p>[Cut to the man in a very fancy workspace in Hotela. His attractive wife comes into the office space smiling and kisses his cheek.]</p> <p>Wife: “It’s perfect. More than perfect! I don’t know how you did it.”</p> <p>[The Butler appears.]</p> <p>Butler: “Your driver is ready for you madame.”</p> <p>[The woman walks out, waving goodbye with her purse.]</p> <p>[The butler winks at the man, who is smiling.]</p> <p>Butler: “Hotela!”</p> <p>Man (smiling and relaxed): “There’s always time!”</p> <p>Butler: “Yes there is sir. Your tee-off is at 1:30, as per usual sir.”</p> <p>[Fade out to Hotela Logo and website with CTA]</p> <p>Narrator: “Sign up today at Hotela.com.”</p>
CTA	It’s always the right time.