

Go Native

Influencer Script – EAT MIAMI

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VIDEO OVERVIEW:

- Each video will capture the Miami influencer highlighting his or her recommendations within their category of expertise.
- The influencer will be shot on location at two (2) Miami destinations within their category of expertise, i.e. their hero recommendations within their designated filming neighborhood.
- Each influencer will voice over four (4) additional recommendations within their category of expertise. In total, each video will highlight six (6) Miami locations recommended by the influencer within their category of expertise.

Each video will be roughly two (2) minutes in length. The two hero recommendations within the influencer's designated shooting neighborhood will be filmed with the influencer on-location. All other locations will be showcased via b-roll and voice over from the influencer.

INTRO

0 - :20

Hi! I'm Jackie, here in my hometown Miami. I'm local writer and blogger and I'm excited about the budding food scene here. That's why we're dropping in on two of my must-visit spots today. As a Miami insider I want to give you my personal tour of where to eat so you can Go Native when you visit my city. Let's take a look!

TRANSITION – Video and music

:21 - :30

HERO LOCATION: EDGE

:31 - :70

1) We're here at the beautiful Edge Steak & Bar at the Four Seasons in Brickell. 2) This is where you'll want to go if you're looking for leisurely evening drinks with friends or one of the best Sunday brunches in the city. 3) Oh and while you're here, be sure to check out their spectacular rooftop terrace -- it's a great spot to enjoy two for one Ginger Brickell cocktails during happy hour with freshly shucked \$1 oysters.

VOICEOVER: Highlight two more locations with the location name and sound bite summarizing why you recommend it:

- If you want to share some inventive tapas with a group of friends, you've got to visit The Bazaar on South Beach. Helmed by Chef Jose Andres, this whimsical dining room in the SLS Hotel is great for splitting small plates like the yucca churros and sipping margaritas topped with a floating cloud of salt air.
- Or check out Momi Ramen in Brickell, for the best bowl of noodles in town. It's the go-to for some of the city's finest chefs, like Michael Schwartz and Makoto Okuwa.

TRANSITION – Video and music

:71 - :75

HERO LOCATION: Juvia

:76 - :115

1) Now we're at the sexy Juvia on South Beach. It's a see-and-be-seen rooftop oasis perfect for watching South Beach sunsets. 2) In fact, the restaurant won the James Beard award for Outstanding Restaurant Design in 2013. 3) Don't leave without trying the Purple Rain cocktail made with chicha morada and some of the exquisitely prepared crudos from a former Nobu chef.

VOICEOVER: Highlight two more locations with the location name and sound bite summarizing why you recommend it:

- I always bring visitors to Michael's Genuine for the James Beard Award-winning Chef's famous crispy hominy and pastry chef Hedy Goldsmith's crazy roster of desserts, like the peanut butter, bacon and banana panini.
- Or grab a date and head over to Mandolin Aegean Bistro in the Design District. This quiet, whitewashed Grecian getaway is perfect for sharing plates of slow cooked lamb and chilled glasses of ouzo.

TRANSITION – Video and music

:116 - :120

OUTRO

:121 - :133

Now you know where the locals, like me, go to eat. See my full list of the trendiest places to dine on the Visit Miami Facebook page. Once again, I'm Jackie, and I'll see you soon!

Hero Locations (will be narrowed to two)

Perricone's

- Long-standing Italian eatery and marketplace, this Miami staple consistently serves delectable lunchtime sandwiches and date night plates of house-made pasta in rustic a wooden cabin/treehouse

OR

Edge Steak & Bar

- Posh award-winning eatery with a spectacular rooftop terrace overlooking Brickell
- Fire pits for roasting marshmallows in the winter, an herb/vegetable garden by the pool and one of the best Sunday brunches in the city.

Momi Ramen

- One of the few spots to nab a hearty bowl ramen in Miami, this cozy country cottage is the ramen go-to for some of the city's finest chefs (Michael Schwartz, Makoto Okuwa)
- They filtrate the soup 5 times during an 18 hour cooking period before the broth even reaches your bowl

OR

NAOE

- Kevin Cory's omakase den in Brickell Key is consistently ranked as one of the best seats in town for fresh and impossibly meticulous Japanese dishes by the likes of Bon Appetit, Travel + Leisure and the Forbes Travel Guide
- Seats are often reserved months in advance.

B-roll Locations

Juvia

- Winner of the 2013 James Beard Award for outstanding restaurant design, this lush oasis on the rooftop of the 1111 parking garage boasts a 22-foot vertical garden, plates of hamachi espuma prepared by a former Nobu chef and unparalleled views of the sun setting over South Beach

The Bazaar

- Helmed by Spanish chef Jose Andres, this whimsical dining room in the SLS Hotel likes to have a bit of fun with their cuisine
- Expect inventive takes on small plates and cocktails like the "Colada Cubana" (the sublime combination of foie gras and coffee served in a small yogurt jar) and margaritas topped with a floating cloud of salt air instead of the typical rim

Mandolin Aegean

- This secluded Grecian getaway in the Design District has the quiet, whitewashed feel of an evening in Mykonos
- Bring a date, settle in underneath the canopy of white umbrellas and treetops and order the slow cooked lamb with chilled glasses of ouzo

The Cypress Room

- James Beard Award-winning Chef Michael Schwartz recently expanded his empire with this elegant Old Florida dining room serving eclectic game like frog legs and antelope alongside barrel aged cocktails