

Client: Build it

Writer: Alexis Barrell

Description: Conference 2012 Opening Video

Job: 4152

Date: 21 December 2011

Ray's Opening Video to camera

SEE:	HEAR: Ray talking to camera
<p>Ray stands in front of the green screen and talks to auto cue.</p> <p>Visuals of the plains of Africa are dropped in behind him and they show a large herd of buffalo grazing in the long grass close by.</p>	<p>The plains are a dangerous place to be... You have to have your wits about you to survive</p> <p>And, in numbers, that's where your strength lies.</p> <p>Just like these buffalo behind me... They are one of Africa's Big Five... And probably one of the most unpredictable and dangerous... They are afraid of nothing, because they know when they stand together... Nothing can touch them... Just like us at Build it.</p>

SEE:	HEAR:
<p>(Powerful emotive visuals)</p> <p>Show hot dry plains with thorn trees, long grass, searing heat</p> <p>Show intense stalking visuals (show eye of stalker)</p> <p>Show close up visuals of the attack- see savagery (perhaps hyena ripping flesh)</p> <p>Show heavy dark clouds forming with lightning</p>	<p>Powerful music with strong upbeat tempo)</p> <p>On the hot dry plains of the African bushveld, life is harsh and uncertain...</p> <p>The future always unknown...</p> <p>It's a savage and unforgiving world...</p> <p>Where every season, every new day, brings it's own challenges... And only the fittest survive...</p> <p>Life and death, are determined by forces beyond control...</p> <p>Floods...</p>

<p>Show heavy rain with riverbanks overflowing</p> <p>Transition to drought stricken dry bushveld and dry river beds</p> <p>Wild bush fire burning out of control at night</p> <p>Ambush attack</p> <p>Starving wild animals with their ribcages showing</p> <p>Show rhinos fighting for territory/clashing horns</p> <p>And dominance</p> <p>See a crocodile lunging and attacking and grabbing a wildebeest drinking from the river</p> <p>See the lions around a kill being challenged by hyena, with vultures in the background</p> <p>Show hyenas going in to fight for the kill</p> <p>Show hyenas stealing the kill and running off with it</p> <p>See lion approached a herd of buffalo... Stalking...</p> <p>Running and attacking, joined by other lions...</p> <p>See buffalo calling to the herd...</p> <p>See herd running to help the injured buffalo</p> <p>Charging the lion, goring one of them</p>	<p>Drought...</p> <p>Fire...</p> <p>Predators...</p> <p>Starvation...</p> <p>The battle for territory...</p> <p>And the fight for dominance...</p> <p>Maybe even death</p> <p>The angst and fear in our own business jungle, with its life and death struggles of another kind, are no less real...</p> <p>In a hungry world, everyone wants a share...</p> <p>But for some, a share will never be enough...</p> <p>Cunning and opportunistic, They want it all...</p> <p>So we are forced into battle...</p> <p>We fight for success and survival...</p> <p>It's the universal law</p> <p>But the laws of nature teach us a harsh but indisputable truth...</p> <p>In numbers there is strength...</p> <p>Because, in numbers the power of the group is unassailable...</p> <p>When we stand together we triumph...</p> <p>Our power is unimaginable...</p> <p>And success, a given</p>
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<p>Chasing off the pride Cut to close-up of buffalo staring defiantly into the camera</p> <p>Show defiant buffalo adults forming a circle protecting the young... Lions circling, not getting anywhere Show C/U of the face of a defiant buffalo Cut to buffalo watching lion Cut back to EC/U of defiant buffalo face, nostrils flaring, eyes wide...</p> <p>Fade Logo up and over</p>	<p>We are the herd... Suppliers, retailers and Build it staff...</p> <p>Courage and defiance is the face we wear... No threat is too great... No challenge too insurmountable... We are ready Numbers mean quiet confidence... Whatever you throw at us... We are ready... Bring it on!</p>
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