

Client: Build it

Writer: Alexis Barrell

Description: James' Closing Video

Job: 17422

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<p>SEE:</p> <p>Slow dissolve from James' closing Power Point slide which contains only the word "DOMINATE" into wide angle scene:</p> <p>African savannah plains...</p> <p>AWESOME dramatic and powerful visuals of a lion pride stalking zebra/antelope/wildebeest...</p> <p>Show stealth as the animals are stalked...</p> <p>Show other pride members working together to bring down their prey...</p> <p>Show dramatic charge down, attack and kill...</p> <p>Show lions grouping</p> <p>Show stealth, strategy and savagery in attack</p> <p>Show lions defending territory</p> <p>Show precision</p>	<p>WORDS:</p> <p>SFX: African bush / cicadas etc.</p> <p>POWERFUL MUSIC & SFX</p> <p>It's a harsh universal law which dictates /// only the successful survive...</p> <p>Successful individuals /// create successful and powerful teams...</p> <p>Teams with pride and confidence... ///</p> <p>Teams that use stealth /// strategy /// superior size and savagery /// to achieve dominance...</p> <p>Ruthless and single-minded /// they protect their territory /// at all costs...</p> <p>Stalking /// ambushing /// and executing with focused precision...</p> <p>Delivering high performance action /// and high performance results... ///</p>
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<p>Show high performance / show lions eating catch</p>	<p>They do all the right stuff...///</p>
	<p>To dominate ///</p>
	<p>Because... ///</p>
<p>Show visuals of the pride together</p>	<p>In dominance /// their power as a group is unassailable ///</p>
	<p>Because...///</p>
<p>Show more powerful pride visuals</p>	<p>Dominance means survival...///</p>
	<p>Dominance means security...///</p>
<p>Show lion attacking rhino</p>	<p>But more importantly...///</p>
	<p>Dominance means success...///</p>
<p>Show C/U of male lion /show savagery</p>	<p>It is no different /// in the business jungle.</p>
	<p>HOLD IMAGE AS FREEZE FRAME</p>
	<p>Text: "DOMINATE"</p>
	<p>HOLD IMAGE WITH TEXT TILL JAMES CLICKS ON</p>