


Introduction - VIDEO 2

	<p>Client: Exploria Resorts</p> <p>Project: Introduction Video (Video #2)</p> <p>Date: June 13, 2016</p> <p>Length: 1 - 2 min</p> <p>Contact:</p> <p>Writer: Andy Cingolani Cingolani Content Solutions</p> <p>Producer:</p>
<p>VIDEO</p>	<p>AUDIO</p>
<p>FADE IN: EXPLORIA RESORTS BRANDING</p>	<p>MUSIC</p>
<p>CUT TO: SHOT OF SPEAKER SITTING COMFORTABLY IN THE LIVING ROOM OF A RESORT SUITE. NAME AND TITLE GRAPHIC AT BOTTOM OF SCREEN.</p> <p>AS HE SPEAKS, SHOT SLOWLY ZOOMS IN TO A MEDIUM CLOSE UP.</p>	<p>SPEAKER:</p> <p>Hi, I'm [Name], [Title] at Exploria Resorts. And I want to thank you for this opportunity to tell you a little about our company.</p> <p>Exploria Resorts got its start in Central Florida over twenty years ago when...</p>
<p>CUT TO: STILL OF JOE AND LORETTA SCOTT, PREFERABLY AN OLDER ONE.</p>	<p>SPEAKER:</p> <p>... Loretta and Joe Scott opened Summer Bay Orlando on U.S. 192, just a few miles from the entrance to Walt Disney World Resort.</p>

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<p>CUT TO: SPEAKER STANDING IN THE LIVING ROOM SPEAKING TO THE CAMERA. A WINDOW IS VISIBLE IN THE SHOT BEHIND HIM.</p>	<p>SPEAKER:</p> <p>Starting with just that one resort, the Scotts dedicated themselves to creating a way for people to enjoy the benefits of vacation ownership, without feeling like a number in a database. Well, as you can imagine, the response was overwhelmingly positive and the company grew quickly!</p>
<p>ZOOM OR CUT TO: SAME SHOT OF SPEAKER BUT CLOSER.</p>	<p>SPEAKER:</p> <p>A few years ago, we realized that it was time to look <u>back</u> at how far we had come, and <u>forward</u> to where we wanted to take the company in the future. So we listened to what our existing owners told us about what was important to them.</p>
<p>CUT TO: NEW ANGLE ON SPEAKER, STILL IN LIVING ROOM.</p>	<p>SPEAKER:</p> <p>They said that when they went on vacation, one of the things they valued most was that, at Exploria Resorts, they felt like their experiences were always friendly and warm... and that they were vacationing in style!</p>
<p>SPEAKER BEGINS WALKING TOWARD DOOR TO PATIO WITH SCENIC VIEW IN THE BACKGROUND.</p>	<p>SPEAKER:</p> <p>As you can see [motioning to the space], you can really spread out and take a deep breath here.</p>

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<p>CUT TO: RESORT EXTERIOR, SPEAKER WALKING EITHER ALONG A PATH OR ON AN EMPTY POOL DECK.</p>	<p>SPEAKER:</p> <p>And the beauty is not just on the inside! They also loved walking around the resort and enjoying the scenery, or relaxing by the pool with a cool drink.</p>
<p>CUT TO: CLOSER SHOT OF SPEAKER, SAME LOCATION.</p>	<p>SPEAKER:</p> <p>They also said that, when they were vacationing with Club Exploria, they felt like they were being treated the right way, as people. That's because it's part of our culture here. We listen to our guests, and we listen with <u>purpose</u> so we understand what our guests want and how we can make their vacation experience better. And that comes straight from the top. It's one of the guiding principles the Scotts founded this company on and it continues today.</p>
<p>CUT TO: MONTAGE OF DESTINATIONS SHOWING VARIETY OF EXPERIENCES. BEACH, MOUNTAINS, CITY, THEME PARK.</p>	<p>SPEAKER:</p> <p>One thing our owners did want to see is more <u>options</u>. They wanted to be able to enjoy that same high level of quality and service they were accustomed to with Club Exploria, but with more choices of interesting, fun places they could travel to and enjoy new experiences.</p>

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<p>CUT TO: SPEAKER BACK IN LIVING ROOM OF RESORT SUITE.</p>	<p>SPEAKER:</p> <p>All of which led to the formation of Club Exploria. We took all of that input and created a new and exciting way for you to vacation and it accomplishes all of these things and more!</p>
<p>CUT TO: DIFFERENT ANGLE AND CLOSER SHOT OF SPEAKER IN SAME LOCATION.</p>	<p>SPEAKER:</p> <p>So, you know that amazing dream vacation you've imagined for all these years? Well, I'm here to tell you that for our members, it's more than a dream. It's happening every day for people just like you!</p>
<p>EXPLORIA RESORTS BRANDING OVER FLYOVER SHOT.</p>	<p>SPEAKER (off camera):</p> <p>Take a few minutes and watch the videos in this series. You'll meet one of our owners, Dan Debenham, and he'll talk about how Club Exploria works, how much it costs, the kinds of places you can travel to, as well as what we call "The Club Exploria Difference." Each of the videos is only two to three minutes long and, after you've watched them all, you'll be more informed and can decide if you'd like to know even more about the benefits of membership at Club Exploria.</p>