



## SCRIPT

|             |                               |
|-------------|-------------------------------|
| Date        | 5.30.19                       |
| Client      | Visit Mendocino County        |
| Client Team | A de Grassi, T. Scott         |
| Prepared By | R. Quinan, J. Elm, C. Sheean  |
| Re:         | Find your happy video scripts |

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:30/:15 VIDEO

"Tub"

This moment takes place at a hotel or vacation rental home overlooking the ocean.

A couple has just arrived at their room for the first time. They throw open the door and walk in, they drop their bags and excitedly start to check out their room. They check out the bed, the view, etc. As they near the master bathroom, they notice the door is open and the light is on, and a bunch of clothes are haphazardly thrown around the floor. We hear laughing and kissing. They peek through the door to reveal a couple is in the tub.

Reveal that the couple in the tub is themselves (their happy selves), having a romantic moment in a big freestanding tub full of bubbles. The "happy-self" wife in the tub raises a wine glass to them. The couple smiles. It's going to be an amazing weekend.

SUPER/VO: Find yourself in Mendocino.

LOGO/TAG: Find Your Happy. Visit Mendocino.

NOTE: The tub could be swapped for a hot tub on a deck.



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VISIT MENDOCINO "FIND YOUR HAPPY"

:30/:15 VIDEO

This moment takes place at a beach park.

A father is playing frisbee on the beach with his teenage daughter. She throws the frisbee to him and it goes over his head and lands off in some really tall grass or bushes or a stand of trees.

Cut to him over there looking around for the frisbee. He stops and is standing there for a second, looking around at the ground. The frisbee comes slowly flying into frame and hits him in the chest. He instinctively catches it against his body and he looks up to see who tossed it to him.

Cut to over his shoulder, it's his happy self. His happy self waves at him and gives the thumbs up. Our guy smiles and runs back to resume his frisbee game with his daughter.

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:30/:15 VIDEO

"Campfire"

This moment takes place in a beautiful redwood forest.

We are following two young women hiking down a trail in the very early morning hours. The rising sun is casting beams of light through the trees, and a light mist hangs in the air. Everything is green and beautiful. The women take in a deep, refreshing breath.

Cut to tight shot of one of the women as she smells something, maybe there is a hint of smoke in the scene. The two women go off the trail and start to walk through the woods. The woods aren't very thick, but we can see the women following their noses off the trail.

Cut to them coming to a clearing, they emerge from the woods to find themselves in a campsite with an Airstream. There is a campfire in a fire ring with an iron skillet and beautifully sizzling bacon cooking in the skillet and one of those aluminum percolating coffee pots on the fire.

There are two women sitting cozily by the fire sipping hot coffee from tin cups. It's their happy selves. The two hiking women meet eyes with their happy selves, and their happy selves raise coffee cups to them in salute.

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:30/:15 VIDEO

"Beach Spot"

This spot takes place on a remote patch of beach in Mendocino.

We are following a middle-aged woman who is walking up a trail out to the beach through redwood trees and tall grass. It's pretty remote but absolutely beautiful. She is searching for that idyllic spot to spend the day with a good book.

She walks along the path, she has a woven tote bag with a towel sticking out and is carrying a beach chair, she is wearing a floppy sun hat and carrying a good book in one hand.

She crests the top of a small rising or sand dune to reveal a picturesque beach. Perfect! She walks a few steps forward through the grass and comes upon someone who is already there. It's a woman with a floppy hat sitting in a beach chair next to a woven tote bag and reading a good book.

Cut to a two-shot and we see it's the same woman staring at herself. It is her happy self! The woman's happy self smiles at her and pats the ground -- an invite to come set up her stuff. Our woman smiles.

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