

Production Company: Lifestyle Direct TV
 Travel/Villas/Vacation
 Writer: Jeff Mustard
 TV :60

Product:

Project: Direct Response

TIME	VIDEO	AUDIO
:18	<p>Production Note: This is a lifestyle piece, the images of this project are what will help sell it, copy is important, but secondary to a large degree; the splendor and magnificence of Borneo and the Villas and their locations is what must be featured.</p> <p>Video images throughout this script should be shot to match text. Various aspects of the property must be romanced photographically.</p> <p><i>Note: Does owner/developer have helicopter shots? If so, acquire them, to be used (extensively) throughout.</i></p> <p>In this first “seg” open with aerial images if possible and use as many as possible.</p> <p>Music (world-beat style) should be medium tempo to allow for lingering pictures/images – approx three seconds per picture/image.</p>	<p>Considered one of the most diverse luxury villa developments in the world, Exquisite Borneo Villas offers a truly one of a kind, world-class opportunity in Malaysian Borneo, long recognized as the heart of South East Asia. This extraordinary development is nestled in a jungle paradise considered some of the most exquisite property on the planet.</p>
:22	<p>Continued use if possible of aerial images if they exist to be used here; assorted shots mainly exterior of several of the villas/residences.</p>	<p>Located in Kudat Riviera, and snuggled alongside a ten kilometer stretch of pristine coastline at the northern most tip of Borneo, this Asian Pacific Award-winning development consists of barely fifty villas, ranging in size from 1200 square feet to more than 8000 square feet, on mountain top lots, beach front sites or shimmed into the tropical jungle on plots ranging from one half acre to more than seven acres.</p>
:15	<p>Assorted interior shots/images of several of the villas highlighting the noted features.</p>	<p>All villas at the kudat riviera are handcrafted by Balinese artisans and are made almost entirely of natural materials incorporating solid coconut tree trunks, and other of nature’s fine timbers and stone work, including extensive use of the famed and intricate along-alang thatch roofing.</p>

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:05	Shot selection by editor.	Exquisite Borneo Villas, extraordinary world class residences for a discriminating few.
	<i>Additional Production Note:</i> In final production I recommend producing this in the “letterbox” effect, which is the “film effect” this way you have the top third and the lower third which is black to be used for CG – use lower third CG after the first fifteen seconds and dissolve up the web address on the lower third – let it live there throughout.	