**SAILER - Script (version 1)**

[**Link to soundtrack**](https://drive.google.com/open?id=0B_59WMF2hYTmc0VUR3FqczlJUHc)

**This is it; the first move towards the unknown.**

* Hannu, Minna and a client shake hands at an office with dramatic lighting (or other place). The camera pans slowly towards the two people.

**Our journey begins here.**

In Sailer office:

* We see a konsumer list of the client scrolling down the frame
* The selection of the test group gets done
* Post-it notes with names are put on the table by the Sailer researcher and each one of them represents a person in the test group. The post-it notes are put in a matrix and the whole table gets filled up with them.

**The same kind of journey the first explorers departed on, unprejudiced and curious.**

* Norway footage: a man looks up at a mountain that he is about to climb.
* Norway footage: the man starts his hike

**Expect to discover new things**

* Sailer researcher adds transcripts to each of the post-it notes
* When a paper with a post-it note is placed on the table, we flash to the studio and see a person walk into the middle of the studio/empty room. Dramatic lighting that is different and reflects the personality of each person. We then see some b-roll of the same person from his/her everyday life (e.g. picking flowers)

**and gain understanding.**

* we see a Sailer researcher writing, printing, reading through and underlining her papers like a scientist.

**A deep understanding about cultures and surroundings.**

* we see Sailer’s researcher sort the post-it notes so that the client’s customers transcripts are now categorized.
* The researcher draws a mindmap on the whiteboard.

**We love stories**. **We look for stories of new and old, of experiences and emotions, of people**

* Norway shots
* B-roll clips of other people
* Shots of researcher moving post-it notes around.
* Studio clips of people

**We bring these stories to life.**

* studio shots of lights swirling around different people when they stand in front of the camera (several different clips). (shaky camera)

Beat:

* We zoom out from the back of a black ipad/computer screen and see that the client and his colleages have just watched the video that Sailer made for them.

**Sailer. Insights through video.**

* Over-the-shoulder(s) shot of the ipad with Sailer’s logo appearing on the screen.
* Background blackens out while the Sailer logo remains and the rest of the Sailer animation continues.

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**LOCATIONS:**

* Sailer’s office
* Studio (Kattila hall)
* Other places for B-roll

**TALENTS:**

* Sailer representatives
* A researcher
* 5-7 Talents for the studio shots.
* Several talents for the B-roll shots: e.g. mother with toddler, young boy, old man, friends, athlete etc.

**B-ROLL FOOTAGE:**

* Journey footage from Norway
* T.b.d.