



## HEY (AGAIN)

How time flies!

When I pitched on the last campaign, we were in the midst of a global pandemic and the thought of escaping the four walls of my house for the tropical paradise of Belize felt like a dream.

And it was.

I had an absolute blast working with you and I'm really proud of what we achieved together. As you can probably tell, I'm super excited to be jumping back on board so let's get into it.

## APPROACH

As the saying goes...if it ain't broke don't fix it.

Rather than change the entire look and feel of this campaign, we're keeping the same exciting, energetic, creative vibe as the first go around, but building on the great work we did by infusing it with this new element of life coaches being our spokespeople.

Like before, I want to celebrate the culturally specific but emotionally universal Belizean experience, seamlessly weaving different aspects of the culture into the films to create a campaign that feels raw, authentic, and unrehearsed.

It's this prior experience working in Belize that really separates me from the rest of the pack. Despite its beauty, Belize can be a very difficult place to work at times. Fortunately, we've built a network of connections with local crew and know how to navigate the land geographically to maximize our daylight for shooting.

As before, the story will be the connective tissue that holds our campaign together, in all its various forms and formats. Our larger :30 story will be the source material from which we draw everything else, so let's ground it in the nuanced emotions of our characters' real experience rather than a manufactured fantasy that feels superficial.

# PRODUCTION

We've had to learn a few lessons the hard way from previous shoots, but the good news is that means you don't have to! Here are some hacks we've picked up along the way from our last shoot in Belize:

***PACK LIGHT*** - We're always prepared for the worst but in the best way possible. Rather than lugging excessive amounts of gear that slow us and the shoot down, we use smaller, lighter, cutting-edge technology that allows us to get in and out and capture everything we need in the best quality possible.

***TIMING IS EVERYTHING*** - We want to capture that great footage in the very best light which means being in the right place at the right time. This requires careful planning from our production but also collaboration with our location scouts and experienced fixers to ensure we're where we need to be when we need to be there.

***RESPECT THE LOCALS*** - We may know Belize a little better than we did last time, but we're still guests in this country and will act accordingly. After all, we're here to promote tourism, so let's work with local guides and vendors to make sure we leave as small a footprint as possible and let the tourists who are already there enjoy themselves.

# LOOK AND FEEL

## **SWOOPING AERIALS**

Vibrant, sweeping aerial shots taken from up high and just a few feet above the ground.

## **POV SHOTS**

Used selectively but powerfully to enhance key moments that elevate the excitement of the story.

## **UNDERWATER**

Dipping the camera below the surface, showcasing both the talent and the water in striking detail.

## **MACRO MOMENTS**

Rapid close-ups with partially obscured frames, adding texture and emotion. These make for dynamic cutaways in the edit.

## **WIDE SHOTS**

Wide shots that capture the landscape and provide space for the group to navigate through it.

## **BLURRY LIGHTS**

Capture the evening fun by infusing warm orange lighting and nighttime energy that complement the daylight exteriors.

# **TVC SCRIPT :30 (COMPILATION)**

We open on the Mind Coach, quietly observing a serene yoga class at a holistic retreat. Her gaze calm yet intent. She turns, speaking directly to the camera, inviting us into her world.

**MIND COACH: “Work-Life balance, isn’t found at work.”**

Cut to the Body Coach aboard a dive boat. The sound of the waves filling the air as she speaks to the camera. In the background, another diver steps off the edge, disappearing into the blue depths below.

**BODY COACH: “The path to happiness, starts with a giant stride.”**

Cut to the Coach standing before a Mestizo music group. Their hands moving in unison to pound out a powerful rhythm on their drums. The beat resonating with energy.

**SOUL COACH: “If you dance to the beat of a different drummer, choose a good one.”**

Cut to all three Coaches together, gathered in a breathtaking setting. Each a unique presence in harmony with the environment.

**MIND COACH: “Hello, we’re the Grab Life Coaches of Mind...”**

**BODY COACH: “...Body...”**

**SOUL COACH: “...and Soul. And we’re here to help you Grab Life in Belize.”**

We cut to a series of moments capturing the vibrant spirit of people embracing life in Belize, as the voiceover continues to weave through the scenes.

**BODY COACH: “To learn more about all there is to see and do, visit [TravelBelize.org](http://TravelBelize.org) today.”**

Finally, the logo and URL appear gracefully over the last image, leaving a lasting impression of inspiration and possibility.

### **:15 Mind Coach**

We open on the Mind Coach, quietly observing a peaceful yoga class at a holistic retreat. Her presence as calm and steady as the tranquil surroundings. She turns to the camera, her voice inviting, drawing us deeper into her world.

**MIND COACH: “Work-Life balance, isn’t found at work.”**

Cut to a close-up of a woman's face - soft and serene - as she moves through the class. With a gentle pull back, we reveal that she's no longer on the mat. Instead, she sits at her overwater bungalow, sipping a vibrant health smoothie. The ocean breeze playing with her hair.

**MIND COACH: “It’s found in the resorts and spas of Belize.”**

Cut to a sequence of luxurious spa and retreat moments. Each frame evoking relaxation and indulgence as the voiceover continues to guide us through the experience.

**BODY COACH: “Listen to your Grab Life Coach. Plan a trip at [TravelBelize.org](https://TravelBelize.org) today.”**

Finally, the logo and URL appear. They linger gracefully over the final scene, leaving us with a sense of peace and possibility.

## **CASTING**

It’s through our diverse cast that our audience will connect with the unique locations and experiences that Belize has to offer. So like before, we’ll focus just as much on the people as we do their activities and the places they perform them in.

Casting real, everyday people with an infectious excitement and shared connection built on a passion for adventure. People who met as kids, at school, college, work, socially, or at some random club. These will be complemented by our wise but relatable life coaches who speak directly to camera as they guide us through the story with a calm authority.

## **PRODUCTION PLAN**

Given the time and budget constraints, let’s not waste our time trying to capture an extensive number of locations but prioritize quality over quantity. This will give us the time

and space to fully immerse ourselves in the moment, ensuring we capture the essence of each scene without rushing to the next.

## **Content Smash & Grab**

Our goal is simple: make the most of every moment and every production dollar. With this in mind, we've perfected the balance between photo and video capture with our efficient, intentional, and detailed signature Smash & Grab approach. This starts with locking in our key locations, crafting a precise shooting schedule, and then coordinating our photo and video teams to capture our footage in the best natural lighting conditions.

## **The Moments**

We'll let the cameras roll freely, filming the natural, unscripted reactions of our talent in real-time. But we're not just focused on the visuals; we want to capture the full sensory experience. Our cameras will also pick up raw, real-time sound effects, and we'll bring along a dedicated sound kit to ensure we record every detail.

## **Quick and Nimble**

We like to take a smart, efficient approach when it comes to gear—using modern, compact cameras and fast lenses with real character. Our setup includes a stripped-down Alexa Mini for high-quality shots in tight spaces, a smaller 6K camera on a gimbal for smooth, dynamic movements, and a Mavic 2 Pro drone for powerful, packable 4K aerial footage. For quick one-offs, underwater shots, and POV-style captures, we'll also bring along small mirrorless SLRs. This combination keeps us nimble, allowing us to move fast while still delivering top-tier results.

## **Mountable Cameras**

We'll also be bringing along GoPro Hero8s and a range of body mounts for our talent. This uncomplicated setup allows us to shoot every moment on our shot list with precision while also retaining the flexibility to capture those fleeting, spontaneous moments—whether it's passing wildlife, waves, shifting clouds, local textures, or interactions with natives—so we can seize the moment with minimal disruption and maximum creativity.