Premise

A cinematic long shot, seemingly unbroken, of all the marina and services Boatfolk has to offer.

As we pass an activity or service Boatfolk provide, an icon will appear, allowing the audience to explore this particular aspect more.

This allows us to speak to the viewer, showing them what's important and interesting to them. This interactive advert is a two way conversation.

Thinking of selling your boat, click the selling section of the advert and see more on BoatPoint. Find it's right for you. Click the contact us button and be directly linked to the website, or email a member of staff.

Tone of Voice

Boatfolk have kindly provided an extensive guideline pack, clearly laying out their targeted tone of voice.

Informal, Optimistic, Fresh, New, Exciting, Fun and importantly, Personable.

Adverts Colour Grade

Boatfolk has a great contrasting logo colour to the blue colour palettes often associated with the sea. We want to keep it that way, keeping the colours vibrant and natural, allowing the Boatfolk brand to stand out in the image.

#1E515B	#5D769E	#669BBA	#FFE9D0	#EEBF88
Blue Dianne	Waikawa Gray	Hippie Blue	Karry	Tacao

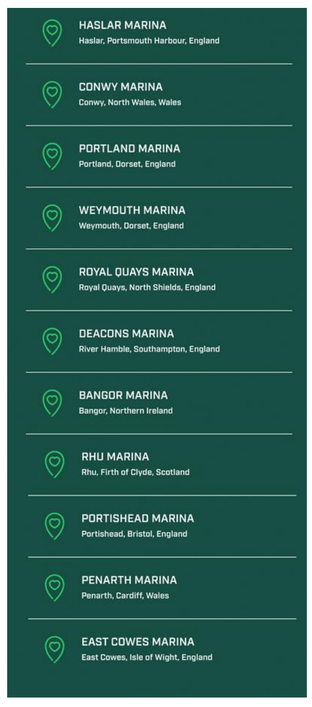
EXPERIENCED SAILOR CLICK HERE

The Boatfolk compass icon will always be available in the top right hand corner. When clicked, the video will pause and an overlay will appear listing the marina options. Once one is clicked, the viewer will be automatically taken to the relevant URL page. We have included this on the Beyonder Interactive demo, simple to showcase the idea.

Start

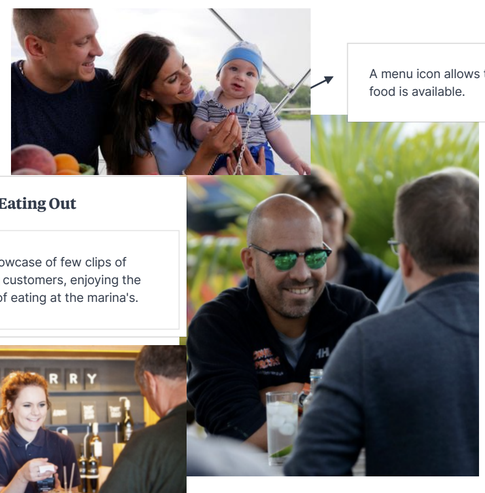
Our establishing shot, placing the audience beside the sea as we close in on the stunning marina and boats.

A visual like, like the one found on BoatFolks website, could also be used as clickable icons to link directly to the marina's ULR page.



Eating Out

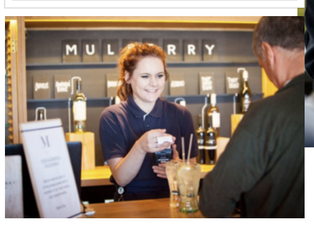
You don't have to own a boat to be part of the marina, and for some people, this is there first introduction. We showcase the freshness of the food, selling the catch of the day with the restaurant behind, moving too...



A menu icon allows the viewer to see what food is available.

Eating Out

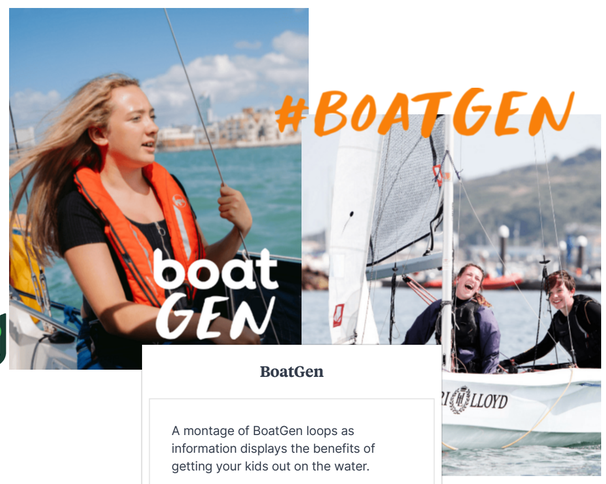
This option showcase of few clips of happy boating customers, enjoying the social aspect of eating at the marina's.



NEW TO BOATING CLICK HERE

On the Water

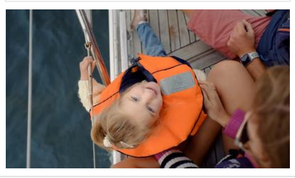
Laughter draws our attention to some children on the water. An activity is being played, lessons learned. This is where our journey on the water begins.



The 'Get Started' icon will link you directly to the BoatGen page on the website.

BoatGen

A montage of BoatGen loops as information displays the benefits of getting your kids out on the water.



After passing each option, if not pressed, the icon to return will appear below the BoatFolk logo, always visible on the top right hand corner.

This way, we can use the UI to subtly list all the options Boatfolk provides without having to draw attention to the fact.

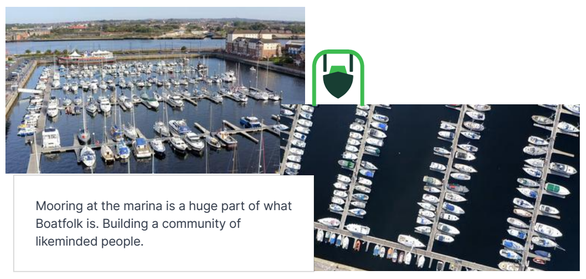
BoatFolk already have a fantastic library of icons that could be easily integrated into the interactive video, giving harmony between the website, branding and interactive advert.

First Boat / Moving on

A pop of champagne draws the camera round, catching the elation of owning a first boat. And the previous owner congratulating him.

Here viewers can discover how easy it is to find out more about owning a point through Boatpoint. With a direct URL link to their site, allowing ease of use for the audience to talk to a representative.

COUPLES RETREATS CLICK HERE



Mooring at the marina is a huge part of what Boatfolk is. Building a community of likeminded people.

Mooring

A man tosses the ropes over board to be tied up in his mooring. Passes by welcoming him home, waving, showcasing the community spirit.

BRINGING FRIENDS CLICK HERE

#183E33	#3EBB50
Gable Green	Chateau Green

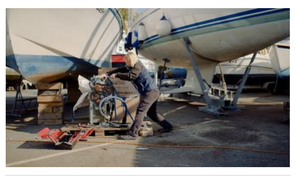
Logo colour guidelines. Poppins font for text.

Semibold
Medium
Regular

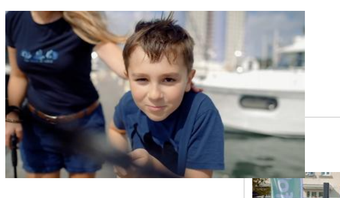
Boat repair

A crane is heard, drawing the camera up. A boat is being lifted out for repair as a crew waits to start work.

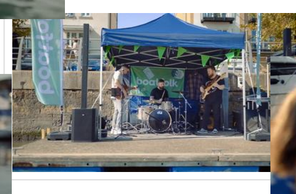
In Safe Hands

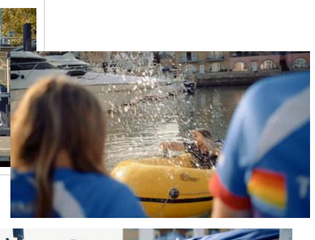


A woman is seen working hard repairing one of the boat at the marina.



End Shot





The final shot concludes with what boat folk is all about. The community. Those who's curiosity and passion for the sea draws them to the marina's. The casting off points where likeminded people gather.