

## Ziqi's Dream

1 FADE IN

A SITTING ROOM SOMEWHERE IN CHINA

Ziqi is sat on the chair. Bored. Flicking through a magazine or scrolling through her phone.

2 CLOSE-UP of Ziqi – eyes looking to the ceiling as she dreams of travel and visiting new places

VOICE-OVER

Ziqi dreams of travel. She would love to visit Turkey one day.

3 SHOT OF ISTAMBUL

Sit on the shores of the Mediterranean

4 SHOT OF SUNBATHING BY THE MEDITERRANEAN

Visit a souk. See some of the fantastic sites in this

5 SHOT OF FAMOUS MOSQUE OR MARKET

fascinating country which sits between Europe and Asia.

6 RETURN TO ZIQI AT HOME LOOKING SAD AND THEN THOUGHTFUL

VOICE-OVER

So what is she waiting for?

Ziqi doesn't know very much about Turkey.

Where to stay?

What she should visit.

And she doesn't know the language.

(Beat)

Help is at hand.

7 SHOW OF MORETHAN TALK LOGO ON A COMPUTER SCREEN

8. SHOT PULLS OUT TO REVEAL SEFIKA SAT AT HER OFFICE DESK  
USING MORETHAN TALK

VOICE-OVER CONTINUES

MoreThan TALK is the new social network for people like  
you.

Wanting to travel or stay in a new city or country.

Needing the confidence you can only gain knowing a local

9. RETURN TO ZIQI – ALL SMILES. CLEARLY ENGAGED IN WHAT SHE  
IS DOING

MoreThan TALK will put you in touch with

10. CU SEFIKA – chatting on her computer/phone

friendly people in the place you're hoping to visit.

11. CU ZIQI CHATTING ANIMATEDLY ON HER PHONE

MoreThan TALK will give you the inside information  
about:

What to see

Where to eat

How to meet the locals

(and where to avoid)

12. CU OF SCREEN

Sign up today – for a free account.

Oh and don't forget – you live in places where other people  
may want to visit. So you could provide someone else  
with key information about where you live.

13. THE LOGO AND STRAP

MoreThan Talk  
So much MoreThan Talk!