

Project Name: The Dish

Length 50 Sec



Nr.	Voice	Visual
1		<p>TEXT: We all love taking dish pics</p> <p>Woman standing at a table, holding a phone as if taking a photo of something below her waist. Below her waist is blurred, suggesting she is photographing something illicit.</p>
2	We also love to share our dish pics.	Two guys huddled together with their heads bent, staring down at something waist level. One guy is using his hands to say "that's a really big one!"
3	But there's nothing worse than seeing dish pics you don't want, or can't trust.	Man in a restaurant looking at his phone, which is showing a photo of a huge burger and a five-star rating next to it. He moves his phone away to reveal the real burger on the plate in front of him, which is tiny and shrivelled – very unappetizing.
4	You and everyone around you are bursting with delicious recommendations.	(POV = First Person) Group of friends sitting in a park having a picnic, excitedly discussing their favourite dishes. As this is happening Dishes are popping up above each person's head. Please include a baby with a bottle continually popping up above its head
5	Unleash them with The Dish.	All the photos floating around the people's head in the picnic are suddenly sucked into the protagonist's phone
6	You can now share what you're eating wherever you are in the world.	<p>Split Screen of 3 Types</p> <ul style="list-style-type: none"> - Traveller, sitting at a food stall on a RED STOOL in Asia using his phone - Instagram Hipster Millennial taking a photo of his taco in front of a food truck - A Blogger sitting in a upmarket cafe/restaurant fussing over the best angle to shoot his dish whilst taking notes. Must be big DSLR.
7	The Dish allows you to keep all your favourite dish pics in one place.	From scene 6 - zoom into middle third (i.e. Hipster's phone) and show the taco on the screen
8	Discover dishes from the people you trust most - your friends, and local tastemakers.	<p>Splitscreen:</p> <ul style="list-style-type: none"> - Left Side: One of the 'friends' from scene 4 looking down at his phone and licking his lips. - Right Side: An executive chef wearing a tall chef hat, using his phone to snap a pic of his creation.
9	<p>The Dish is the new way to share food.</p> <p>Download the app now and start showing the world your dish pics.</p>	<p>Three real life screens of the real app.</p> <ul style="list-style-type: none"> - Left Screen: Profile/Lists - Middle Screen: Home Profile - Right Screen: List/Map