

BOOK DIRECT Video Treatment - 4/18 Final

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Scene	IMAGE	NARRATOR VOICE OVER	Misc.
1	<p>An OTA web pages flutters on screen. Then more pages, and in short order a flurry of OTA web pages, ads, come ons, 800 #s fill the screen.</p> <p>Then the Choice Hotels logo appears, and replaces the piles of pages.</p>	<p>It's been an OTA world out there...</p> <p>Now it's time to change the rules.</p>	<p>SFX : pages fluttering, etc.</p> <p>Triumphant music as the Choice logo appears.</p>
2	Logo dissolves, BRIEF NEUTRAL SCREEN, then fade in on :	Maybe this has happened at your front desk.	
3	CLOSE UP IMAGE of upset GUEST	A Guest checks in, and when they hear they're not going to get their Choice Privileges perks or they can't participate in a promotion, they get mad at YOU. All because they booked with Expedia or another OTA.	
4	OPEN UP TO SHOT OF HOTEL LOBBY front desk, the nervous ASSOCIATE opposite the GUEST	ASSOCIATE V.O. I -- um, well sir I - -	

5	Slow dissolve into :	[back to NARRATOR V.O.] The thing is, some guests don't understand the difference between "book direct" and "book however." We feel your pain, and we're here to help you explain everything to your guests, so you can turn a cranky guest into a loyal guest.	GENERAL NOTE : as Narrator speaks, words, stats and images appear in the "air" as needed. Possibilities noted as bold script in this column.
6	SLOW ZOOM IN ON ASSOCIATE patiently explaining -- "animated" between 2 or 3 stills to makes it seem like they are moving	First, tell them you understand how they feel. That times have changed. That you know they hear many conflicting messages on where to book for the best rates. Tell them : from now on, they'll ALWAYS get the best rate, guaranteed, when they book direct on ChoiceHotels.com. And if for some reason, they DO find a lower rate anywhere, we'll match the rate AND pay them a \$50 reward card. And they <u>still</u> get all their points.	Best rate, guaranteed Book direct on ChoiceHotels.com
7	ZOOM IN ON "business" card with the CH.com information on it.	It's that easy to get all these benefits : all they have to do is book direct on ChoiceHotels.com.	Book direct!
8	"Business card" dissolves into CP Member Card		
9	SLOW ZOOM IN ON SHOT OF HOTEL LOBBY front desk, the friendly ASSOCIATE opposite A COUPLE	And if the guest standing in front of you <u>isn't</u> a Choice Privileges member :	

10	Computer screen with sign up form	It just takes a few minutes to sign them up and explain that as a Choice Privileges member, they'll always get the lowest price, guaranteed, when they book direct on Choicehotels.com	
11	ZOOM OUT ON SHOT OF COUPLE smiling	<p>Plus, if they join, they'll earn Choice Privileges points toward a free night, they can sign up for promotions...</p> <p>And in addition to their booking points, they'll get instant rewards - like an Amazon, Uber, or Starbucks gift card - sent right to their phone, when they check in on point-eligible stays Sunday through Thursday.</p>	<p>Earn Choice Privileges points for...</p> <p>Free Nights</p> <p>Instant Rewards</p> <p>Amazon Uber & Starbucks gift cards</p>
12		Choice Privileges membership builds loyalty. And loyalty makes guests book your hotels over and over, whenever they travel. It's an undeniably great deal for our guests.	Choice Privileges membership builds loyalty
13		BUT it also rewards you! OTAs take more money out of your wallet since they charge higher commissions.	Average of 10% savings in commission with Choice's direct channels (CH.com and mobile app)
14	COMPUTER SCREEN IMAGE of online sign up form, e-mail address being filled in	Encouraging guests to sign up for Choice Privileges has other benefits as well. When they book direct, we get their <u>e-mail addresses</u> , then we can market straight to them -- which helps with MORE bookings. This also helps us manage customer service issues proactively when we have the right guest contact info.	Direct to Consumer Marketing

15	Computer Screen fades, replaced by our GUEST COUPLE and FRANCHISEE smiling.	So REMEMBER! Book Direct is good for your bottom line and good for guests. It helps boost profitability AND guest satisfaction.	Booking Direct : Good for You Good for your Guests
16		And Choice Privileges is the key to keeping guests in the book direct loyalty loop!	The Book Direct Loyalty Loop
17	IMAGE REPLACED by SHOT OF HOTEL LOBBY front desk, the ASSOCIATE opposite the ORIGINAL (now satisfied) GUEST	So always make sure your front desk Associates check the Choice Privileges status of every guest, every time. If they're already Choice Privileges members who made the mistake of booking elsewhere, feel their pain. And make sure they know how much they'll save when they book direct with us.	Check the CP status of every guest <u>MUSIC</u>
18		Potentially higher profits. Happy guests who stay again and again. That's the power of the Book Direct Loyalty Loop!	Higher profits! Happy guests!
19	Images of collateral: table top cube, and summer promo mats	And don't forget to get your front desk collateral out there so every guest knows the benefits of Choice Privileges and booking direct.	
20	Overlay with still image from commercial	Badda Book, Badda Boom.	Badda Book, Badda Boom
21	Still image and Collateral spin transforming into Choice Hotels logo	It's that easy!	
22	Choice Logo		<u>MUSIC BUTTONS</u>