

VMC
Find Yourself Happy Shoot
Talent Selects

9.24.19

TUB

:30/:15 VIDEO

"Tub"

This moment takes place at a hotel or vacation rental home overlooking the ocean.

A couple has just arrived at their room for the first time. They throw open the door and walk in, they drop their bags and excitedly start to check out their room. They check out the bed, the view, etc. As they near the master bathroom, they notice the door is open and the light is on, and a bunch of clothes are haphazardly thrown around the floor. We hear laughing and kissing. They peek through the door to reveal a couple is in the tub.

Reveal that the couple in the tub is themselves (their happy selves), having a romantic moment in a big freestanding tub full of bubbles. The "happy-self" wife in the tub raises a wine glass to them. The couple smiles. It's going to be an amazing weekend.

SUPER/VO: Find yourself in Mendocino.]

LOGO/TAG: Find Your Happy. Visit Mendocino.

NOTE: The tub could be swapped for a hot tub on a deck.

TUB



TUB ALT



AJ



Jennifer P



Tamara Lawrence

FRISBEE

VISIT MENDOCINO "FIND YOUR HAPPY"

:30/:15 VIDEO

This moment takes place at a beach park.

A father is playing frisbee on the beach with his teenage daughter. She throws the frisbee to him and it goes over his head and lands off in some really tall grass or bushes or a stand of trees.

Cut to him over there looking around for the frisbee. He stops and is standing there for a second, looking around at the ground. The frisbee comes slowly flying into frame and hits him in the chest. He instinctively catches it against his body and he looks up to see who tossed it to him.

Cut to over his shoulder, it's his happy self. His happy self waves at him and gives the thumbs up. Our guy smiles and runs back to resume his frisbee game with his daughter.

SUPER/VO: Find yourself in Mendocino.

LOGO/TAG: Find Your Happy. Visit Mendocino.

FRISBEE



Michael Craig



Bernard Battiste

CAMPFIRE

VISIT MENDOCINO "FIND YOUR HAPPY"

:30/:15 VIDEO

"Campfire"

This moment takes place in a beautiful redwood forest.

We are following two young women hiking down a trail in the very early morning hours. The rising sun is casting beams of light through the trees, and a light mist hangs in the air. Everything is green and beautiful. The women take in a deep, refreshing breath.

Cut to tight shot of one of the women as she smells something, maybe there is a hint of smoke in the scene. The two women go off the trail and start to walk through the woods. The woods aren't very thick, but we can see the women following their noses off the trail.

Cut to them coming to a clearing, they emerge from the woods to find themselves in a campsite with an Airstream. There is a campfire in a fire ring with an iron skillet and beautifully sizzling bacon cooking in the skillet and one of those aluminum percolating coffee pots on the fire.

There are two women sitting cozily by the fire sipping hot coffee from tin cups. It's their happy selves. The two hiking women meet eyes with their happy selves, and their happy selves raise coffee cups to them in salute.

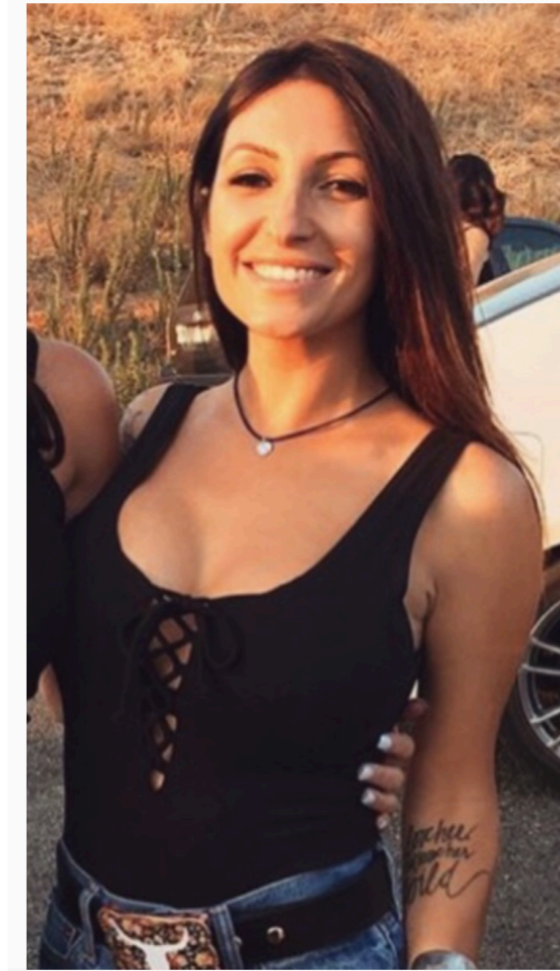
SUPER/VO: Find yourself in Mendocino.

LOGO/TAG: Find Your Happy. Visit Mendocino.

CAMPFIRE



Dan Bailey



Amanda Redfern

CAMPFIRE ALT



Amanda Redfern



Joelle Levine