



THE TERRACES

/

CAMPAIGN MY DEAR GPT

/

HERO VIDEO

/

CREATIVE PROCESS

SCRIPT

VOICE OVER

AI: Describe your dream home.

MAN: I'm looking for a place in Fort Lauderdale.

Somewhere the design doesn't scream, but you still feel it —
clean lines, calm materials, spaces that don't overwhelm.

Make sure it gets great natural light. (Mental note: golden hour.
Don't forget it. Golden hour decides everything.)

A place with a real view—the kind that makes my wife say wow.

Design you feel, not flaunt.

Oh, and btw— make sure Max shows up in my room. He gets the
final vote.

AI: The Terraces... the smartest move of pure Natural Intelligence.

TECHNICAL SCRIPT

Scene 1

- Type: Medium shot
- Image: Man sitting at a table typing on a laptop
- Camera: Static
- Audio / VO: keyboard typing
- Graphics: On-screen AI interface design with narration text

Scene 2

- Type: Detail shot
- Image: Human eye reflects the words on the laptop in the pupil; the eye opens and closes as the ambient lighting changes.
- Camera: Static
- Audio / VO: Describe your dream home.
- Graphics: On-screen AI interface design with narration text

Scene 4

- Type: Medium shot
- Image: Man with his back to the camera on a terrace, looking at the city and the sea in the background
- Camera: Dolly in
- Audio / VO: Classical music / Somewhere the design doesn't scream, but you still feel it.
- Graphics: On-screen AI interface design with narration text

Scene 5

- Type: Medium close-up
- Image: Man opening the sliding door and entering the apartment
- Camera: Slow pan
- Audio / VO: Classical music / Clean lines, calm materials,
- Graphics: On-screen AI interface design with narration text

Scene 7

- Type: Medium shot
- Image: Man sitting at a table typing on a laptop
- Camera: Static
- Audio / VO: Classical music / Mental note: golden hour. Don't forget it.
- Graphics: On-screen AI interface design with narration text

Scene 8

- Type: Wide shot
- Image: Modern designer kitchen changes from daylight to sunset lighting
- Camera: Static
- Audio / VO: Classical music / Golden hour decides everything.
- Graphics: On-screen AI interface design with narration text

Scene 3

- Type: Detail shot > Extreme close-up
- Image: Close-up of a man's face, detail of his eye
- Camera: Zoom out
- Audio / VO: Classical music/ I'm looking for a place in Fort Lauderdale.
- Graphics: On-screen AI interface design with narration text

Scene 6

- Type: Wide shot
- Image: Modern designer kitchen
- Camera: Dynamic pan
- Audio / VO: Classical music / Make sure it gets great natural light.
- Graphics: On-screen AI interface design with narration text

Scene 9

- Type: Wide shot
- Image: A walkthrough of the apartment from the kitchen to the living room; the sunset over the city and the sea can be seen through the windows.
- Camera: Dynamic pan
- Audio / VO: Classical music / A place with a real view.
- Graphics: On-screen AI interface design with narration text

TECHNICAL SCRIPT

Scene 10

- Type: Medium shot
- Image: Man sitting at a table typing on a laptop
- Camera: Static
- Audio / VO: Classical music / A place with a real view.
- Graphics: On-screen AI interface design with narration text

Scene 11

- Type: Wide shot
- Image: Designer living room at sunset, a woman sitting on the sofa gradually appears
- Camera: Static
- Audio / VO: Classical music / The kind that makes my wife say wow.
- Graphics: On-screen AI interface design with narration text

Scene 12

- Type: Wide shot
- Image: Man with his back to the camera opening the terrace doors and leaving, sunset sky
- Camera: Static
- Audio / VO: Classical music
- Graphics: On-screen AI interface design with narration text

Scene 13

- Type: Wide shot
- Image: Man entering a terrace, taking a step towards the railing and resting his hand on the tube while looking at the horizon, sunset sky, city and sea in the background.
- Camera: Static
- Audio / VO: Classical music
- Graphics: On-screen AI interface design with narration text

Scene 14

- Type: Medium shot
- Image: Man sitting at a table typing on a laptop
- Camera: Static
- Audio / VO: Classical music / Design you feel,
- Graphics: On-screen AI interface design with narration text

Scene 15

- Type: Wide shot
- Image: Man on a terrace resting his hand on the pipe while looking at the horizon, sunset sky, city and sea in the background, designer furniture instantly appears on the terraces.
- Camera: Static
- Audio / VO: Classical music / not flaunt.
- Graphics: On-screen AI interface design with narration text

Scene 16

- Type: Close-up
- Image: A man with his eyes closed, breathing deeply as the setting sun bathes his face
- Camera: Static
- Audio / VO: Classical music
- Graphics: On-screen AI interface design with narration text

Scene 17

- Type: Close-up
- Image: White man sitting and typing on a laptop
- Camera: Slow zoom in
- Audio / VO: Classical music / Oh, and btw—
- Graphics: On-screen AI interface design with narration text

Scene 18

- Type: Wide shot with a Dutch angle
- Image: An elegant room bathed in the light of the setting sun, a dog appears lying on the bed instantly
- Camera: Dolly in
- Audio / VO: Classical music / Make sure Max shows up in my room.
- Graphics: On-screen AI interface design with narration text

TECHNICAL SCRIPT

Scene 19

- Type: Medium shot
- Image: Man standing on a terrace turns to look at the city
- Camera: Pan following subject.
- Audio / VO: Classical music
- Graphics: On-screen AI interface design with narration text

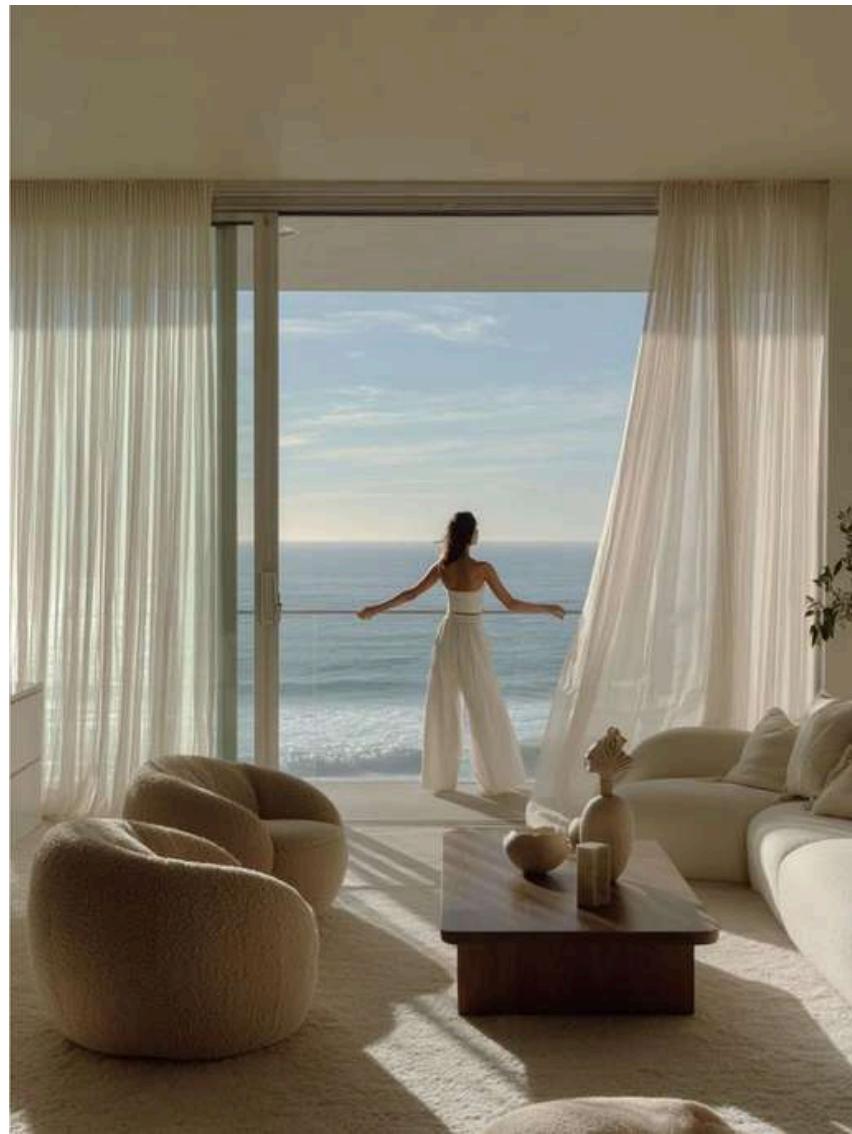
Scene 20

- Type: Zoom out to extreme wide shot
- Image: Camera zooms out from the man on the terrace to a shot of the entire building.
- Camera: Dolly out / Time-lapse
- Audio / VO: Classical music / The Terraces...
- Graphics: AI interface design disappears

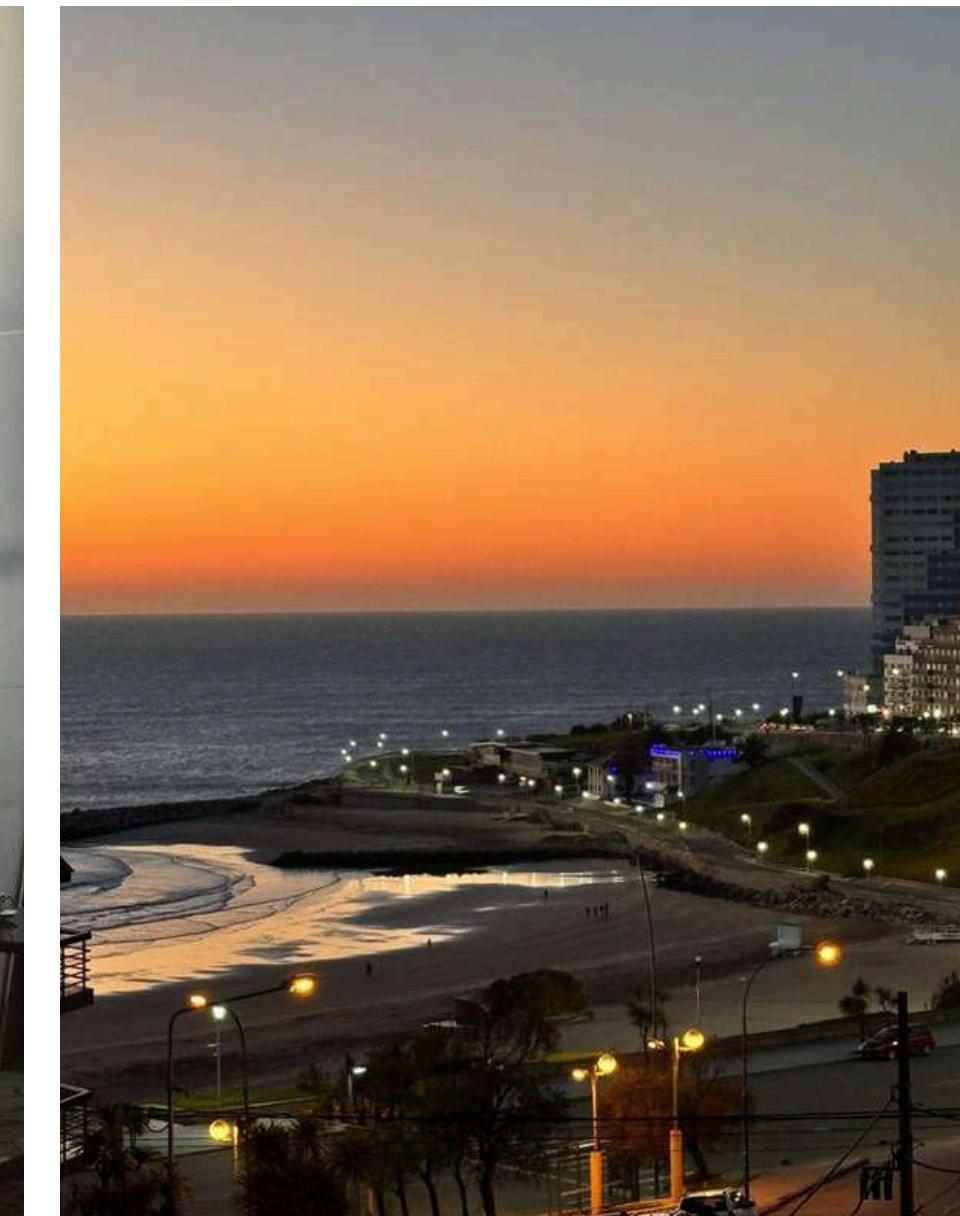
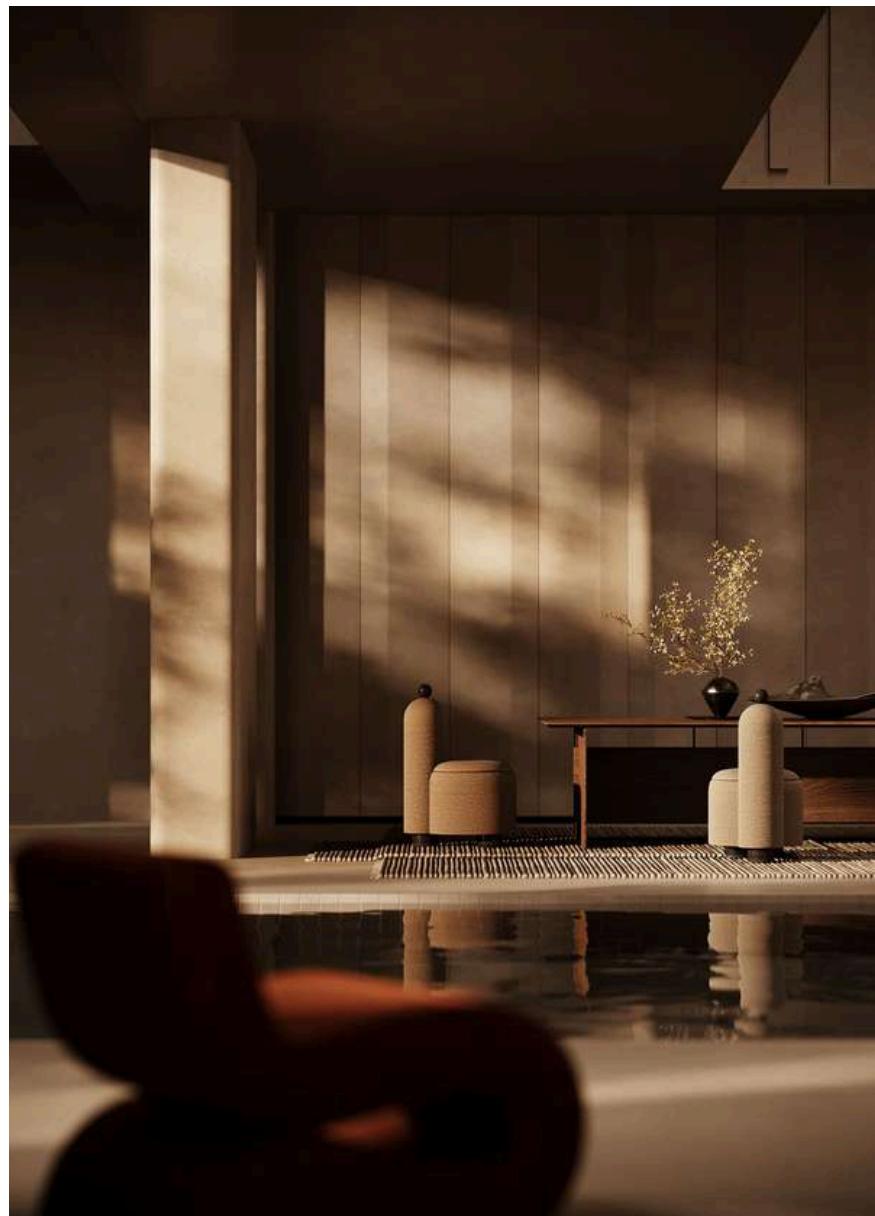
Scene 21

- Type: Wide shot / panoramic shot
- Image: The camera continues to move away from the building to show a large part of the city
- Camera: Dolly out / Time-lapse
- Audio / VO: Classical music / The smartest move of pure Natural Intelligence.
- Graphics: Logo appears on screen and QR code

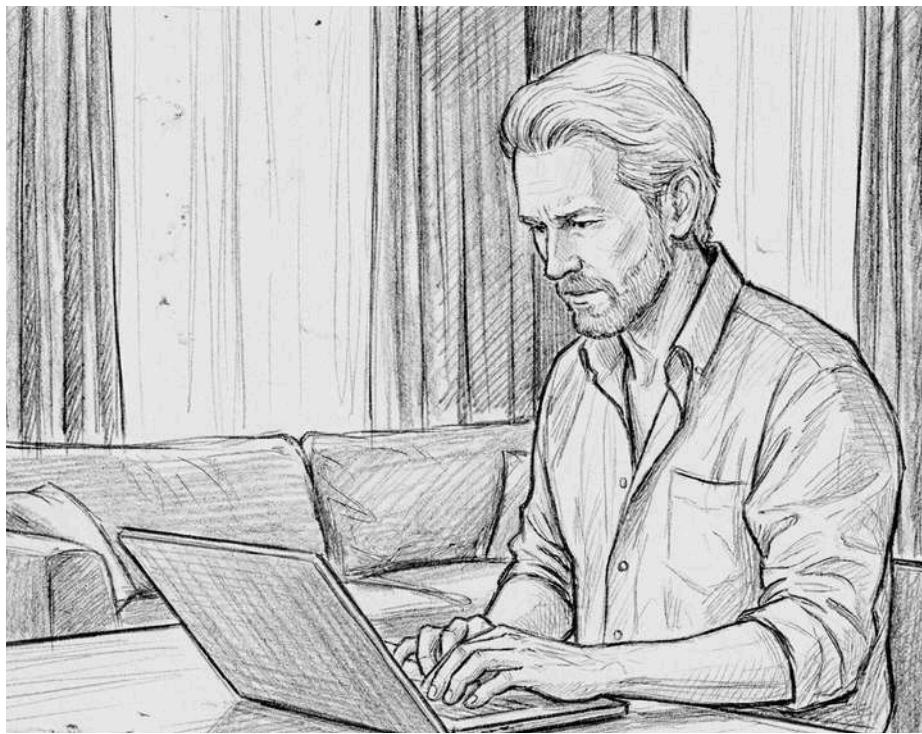
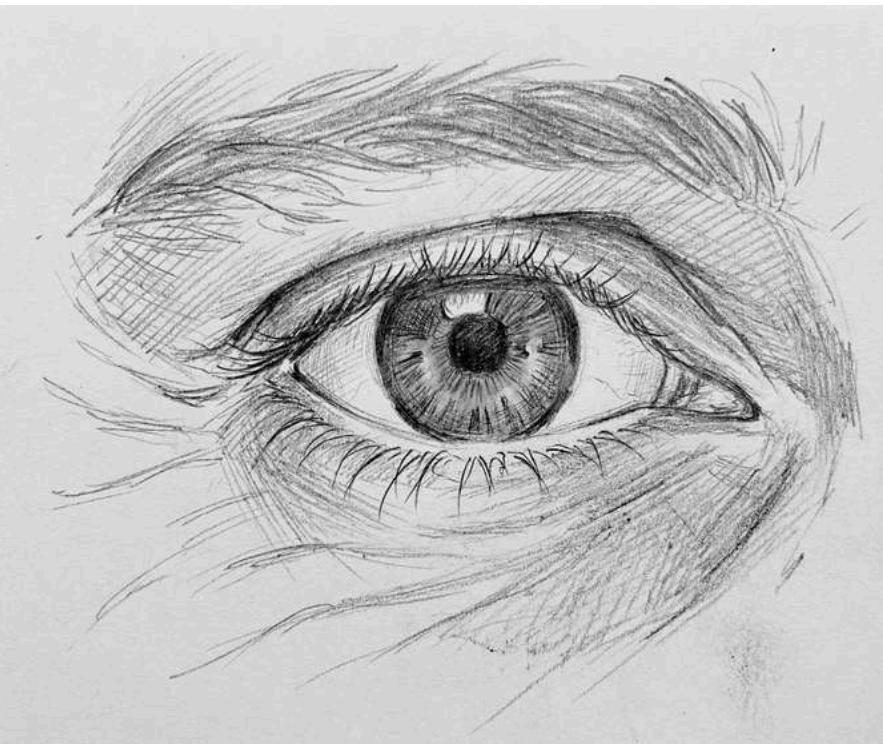
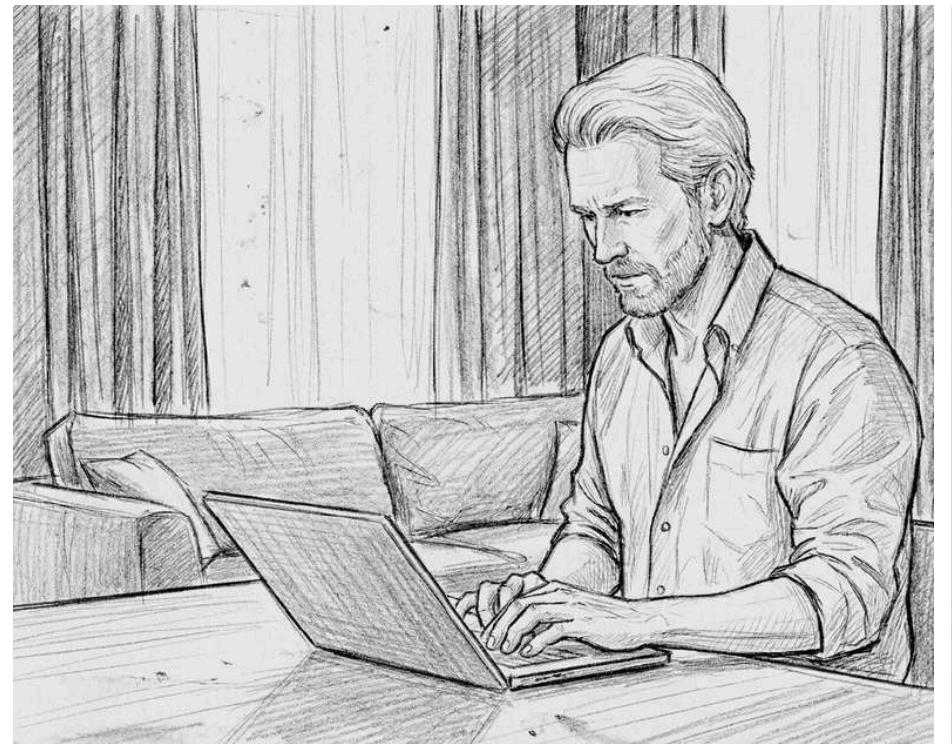
VISUAL REFERENCES

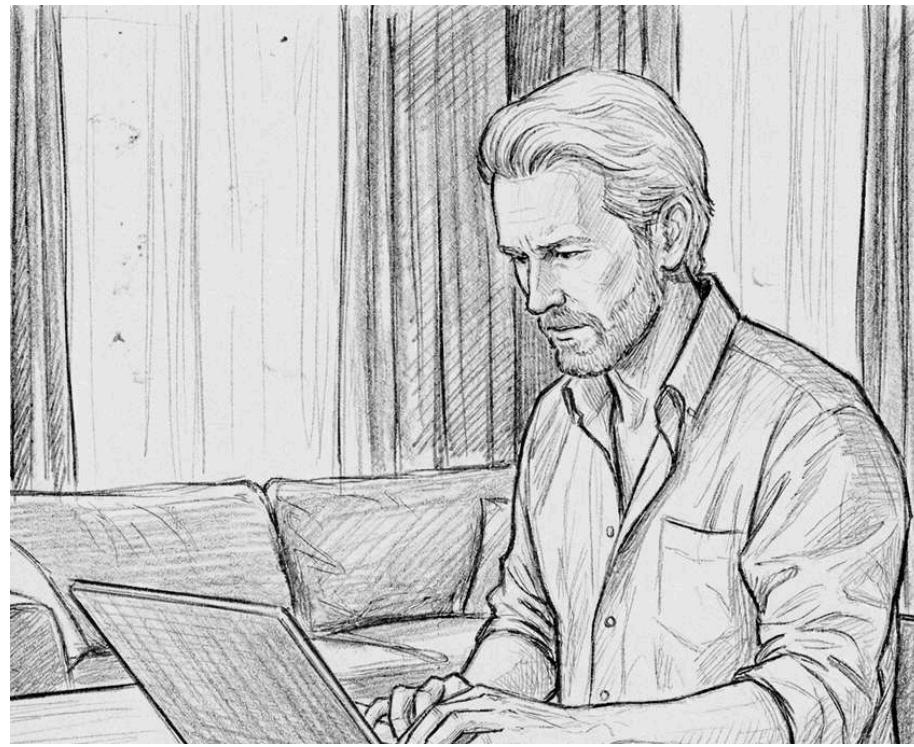
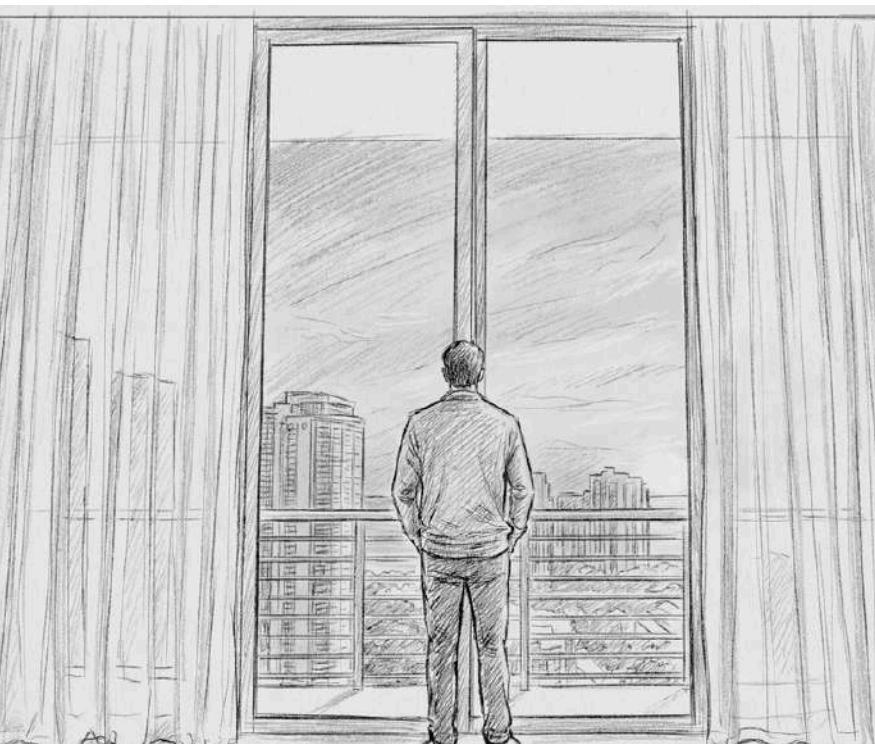






STORYBOARD



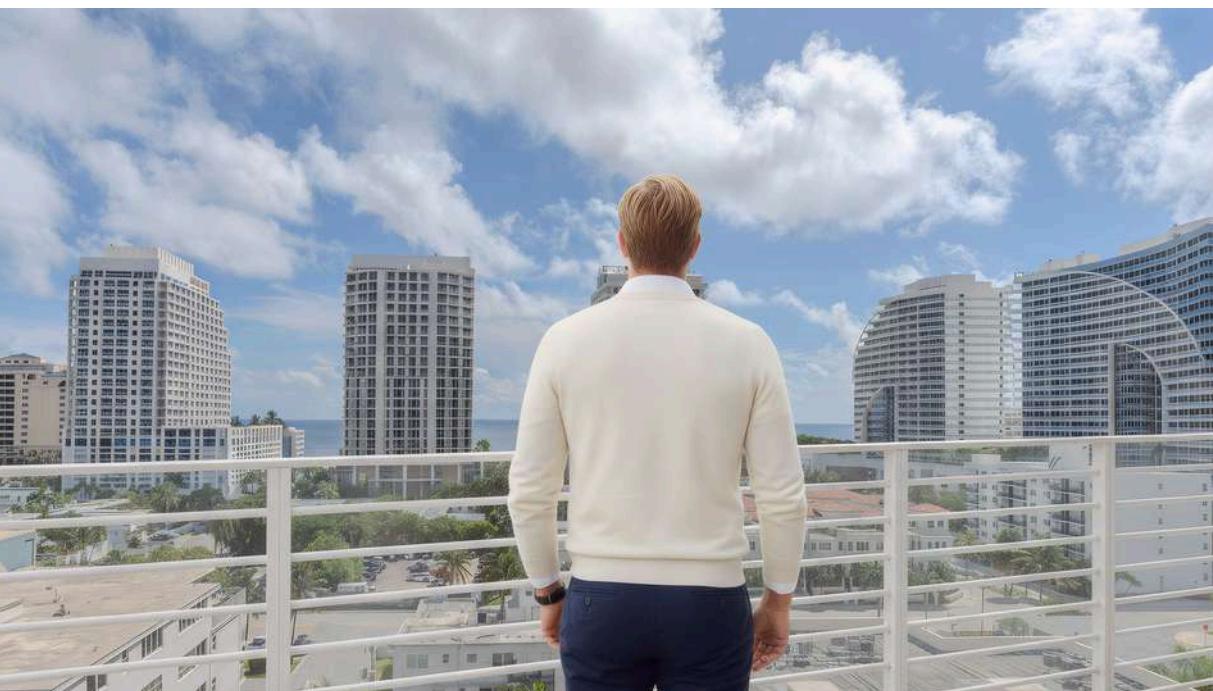
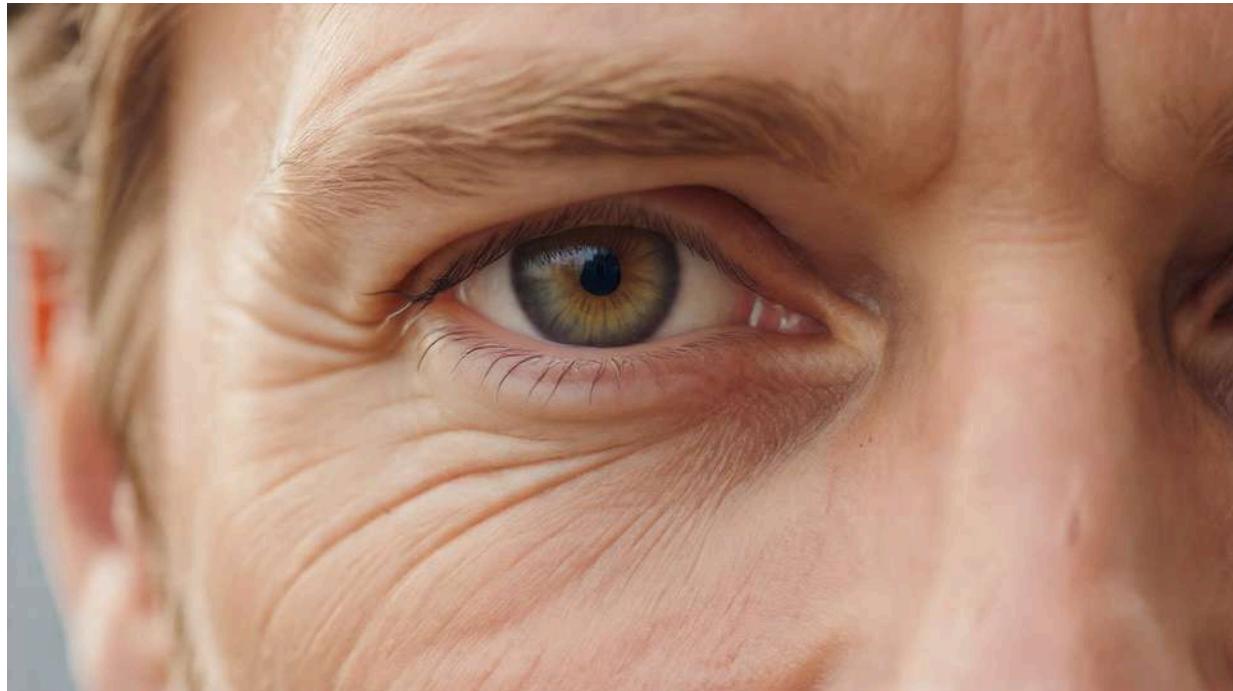


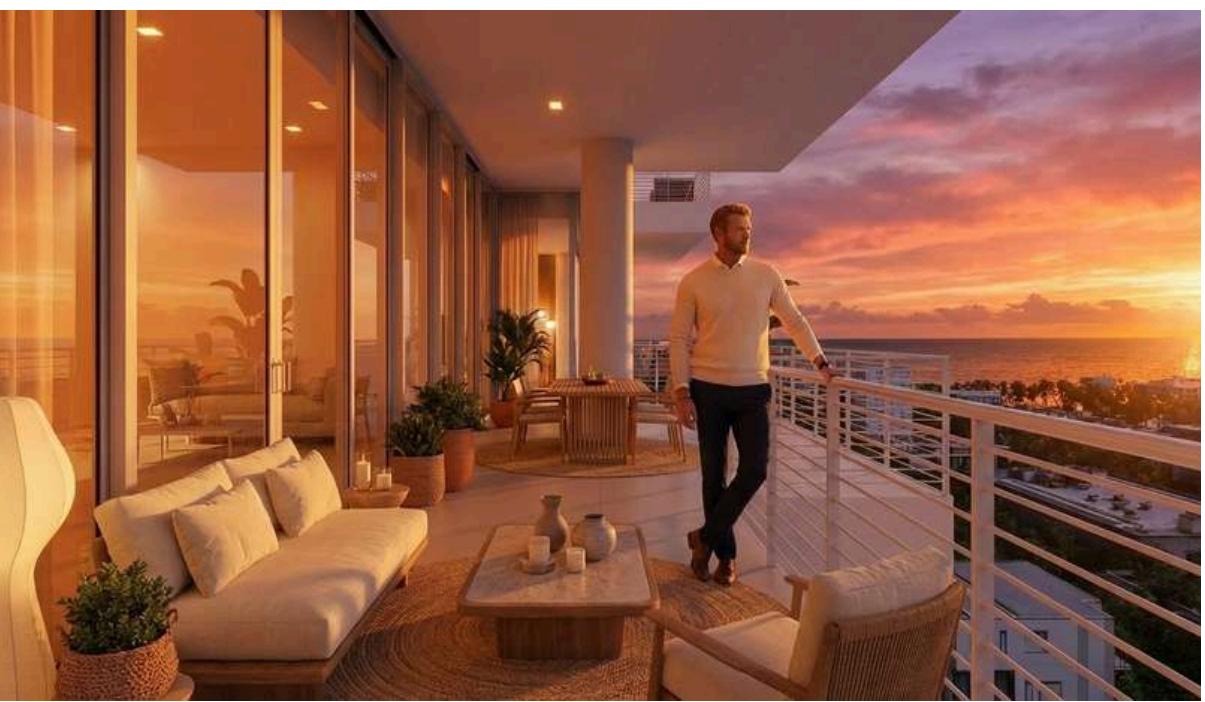
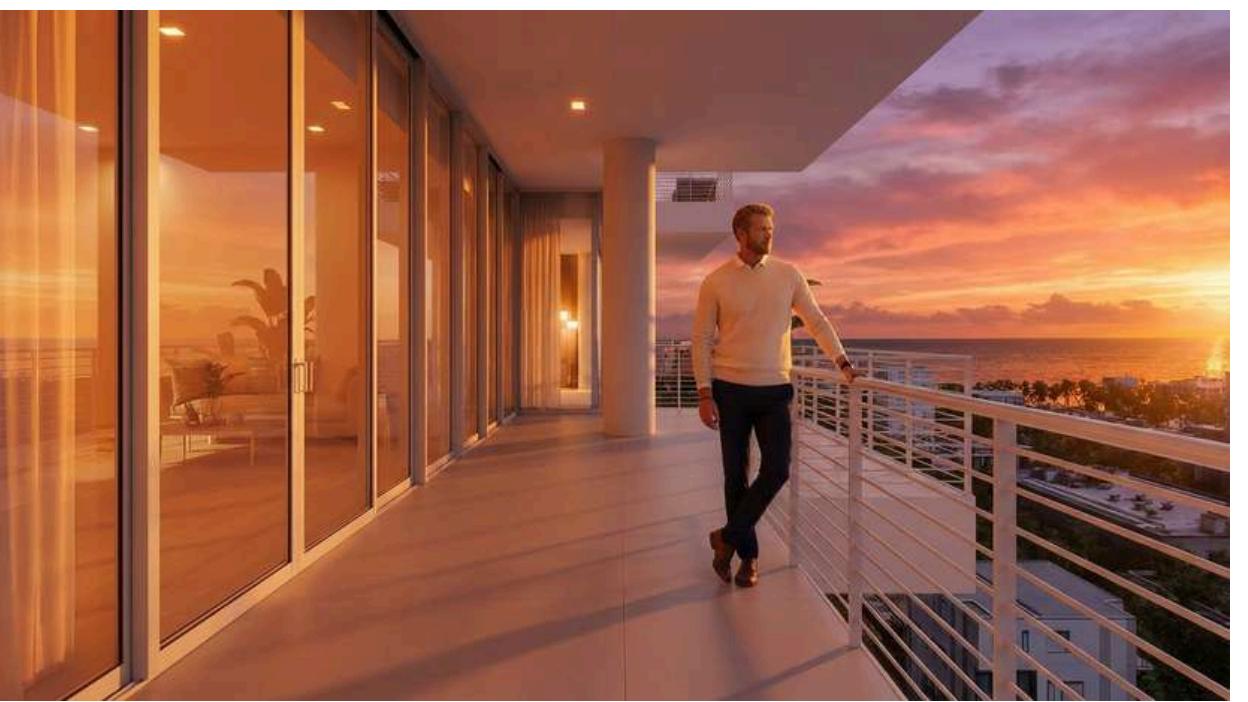
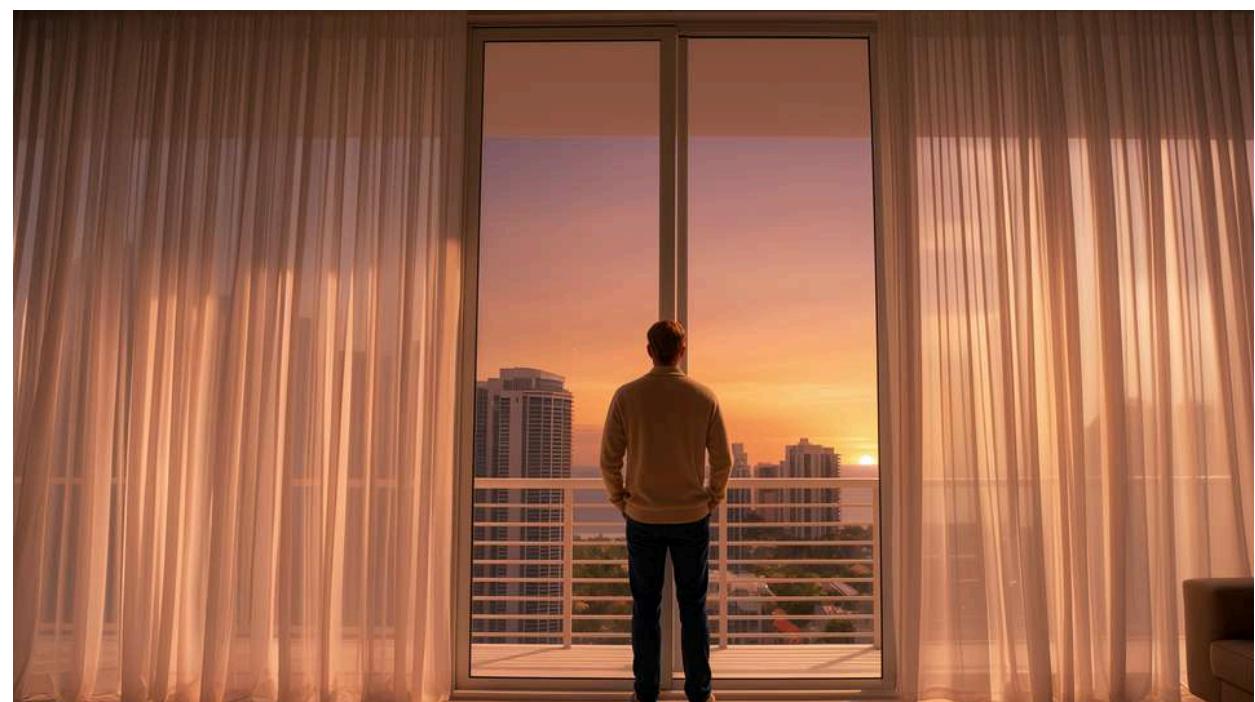
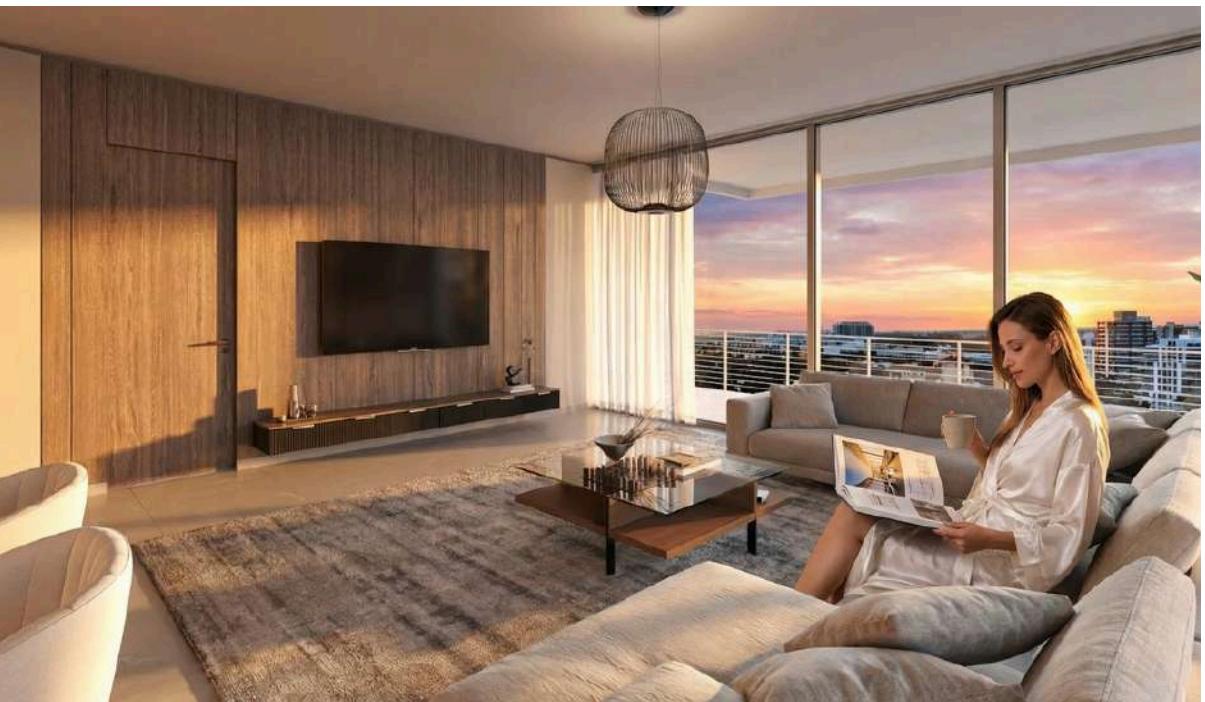


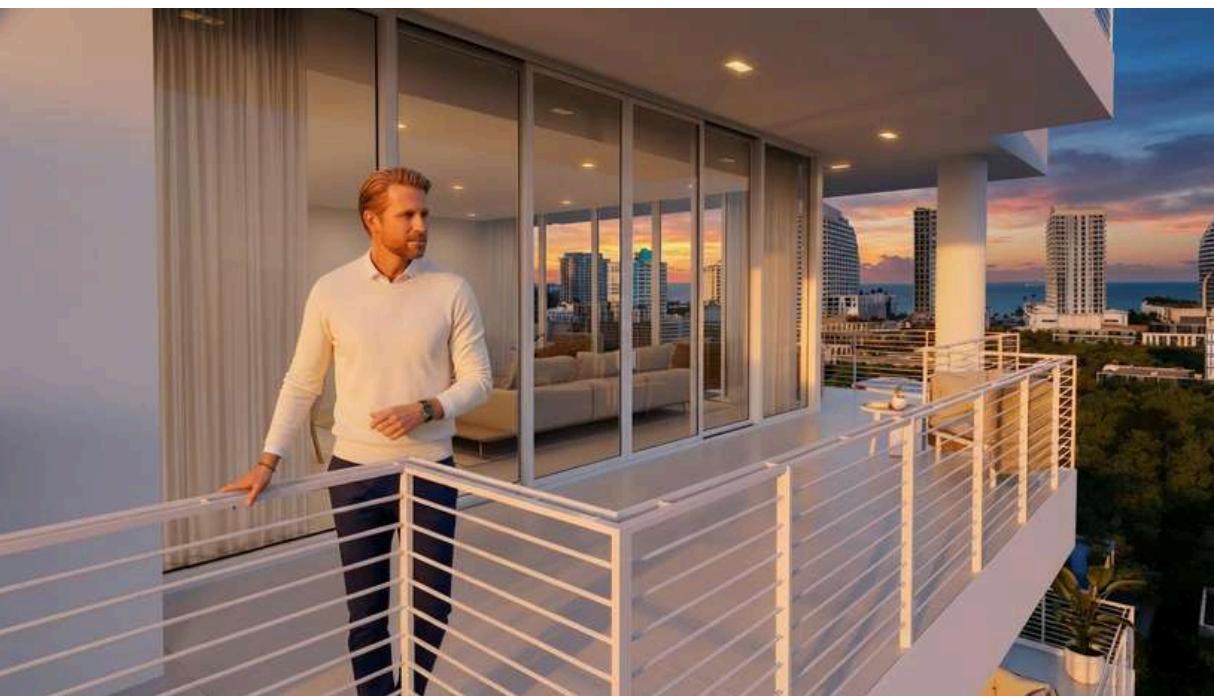
CHARACTERS



KEY FRAMES









GOTHAMGROUPUSA.COM
DLEIRA@GOTHAMGROUPUSA.COM
@GOTHAMGROUPUSA