**Visual:** Show a closeup of a computer screen with a arrow cursor clicking a browser icon that immediately takes them to either facebook or twitter or google search or youtube. Then switch to map of the world with people appearing on the map talking to each other

**VO:** These days, it seems like people think the internet is made up of 4 websites. Which isn’t a bad thing if these websites weren’t global. Meaning you have people from 300 different countries logging in and sharing their ideas. (39 words)

**Visual:** Show a close-up of someone looking around then covering their ears while the camera zooms out and shows that he is in a huge roomwith hundreds of people talking in different languages (we can show what they are saying in different languages traveling in the air around them). The scene changes to someone creating something (a machine, a box, an idea) and trying to attract people in the room with it by showing it to them while they walk by.

**VO:** Which makes it seem like you’re in a huge crowded room with everyone talking at the same time. The problem is that for a content creator, or a business trying to get new customers its hard to reach a big number of relevant followers, clients or readers quickly and effectively. Especially for Arabs in the middle east. (57)

**Visual:** Show a screen where someone is putting together a website… to make it more interesting you can visualize it as if he has the elements of the site on the floor next to him and he is putting the elements on a wall which represents his page. Then the site grows hands and legs and shakes hands with a google, bing and yahoo icon. Then you can show someone throwing money in the air with the money floating around then settling in google ad areas on websites. Show someone with a bull horn talking to the four icons of facebook, twitter, youtube and google.

**VO:** First you’d have to setup your website, make it search engine optimized and then spend money advertising everywhere online trying to attract people to it. You would try to reach them through the only 4 sites that they go to… try to make them hear your voice over a crowd of thousands.

**Visual:** Person is sitting cross legged in the middle of the screen with his hands on his head, then show him look up when you mention the website dedicated to arabs, then show people wearing ghotra and 3ogaal talking to each other, then show page (D1G) with people coming to it … like how they show arrows on a map for airlines. Where you show someone pulling money from the air. Then create 3 icons to indicate make page, add content, make it interesting (needs art direction).

**VO:** What a headache… right?! So consider this. What if there was a site dedicated to Arabs and the Middle East where people in the millions already visit daily for new content. It’s already search engine optimized so you don’t have to worry about that or spend more money. All you have to do is make your page, add your content and make it interesting.

**Visual:** Show person running after clients then a big ex drawn over that… show them running after him. With the D1G logo in the background.

**VO:** No need to run after clients, let them come to you, let visitors with the exact demographic you want see your content. Too Good To be true right?

**Visual:** Show the main guy as if he is dreaming and everything that came before was in a bubble above his head as if it was a dream.. then the bubble pops and you zoom out and he is sleeping in an armchair with his laptop on his lap… he looks on the screen and you show the D1G logo and the last thing you see him do is click.

**VO:** Wrong!

That site exists, and all that is standing between you and millions of clients. Is a click.

D1G diwan