

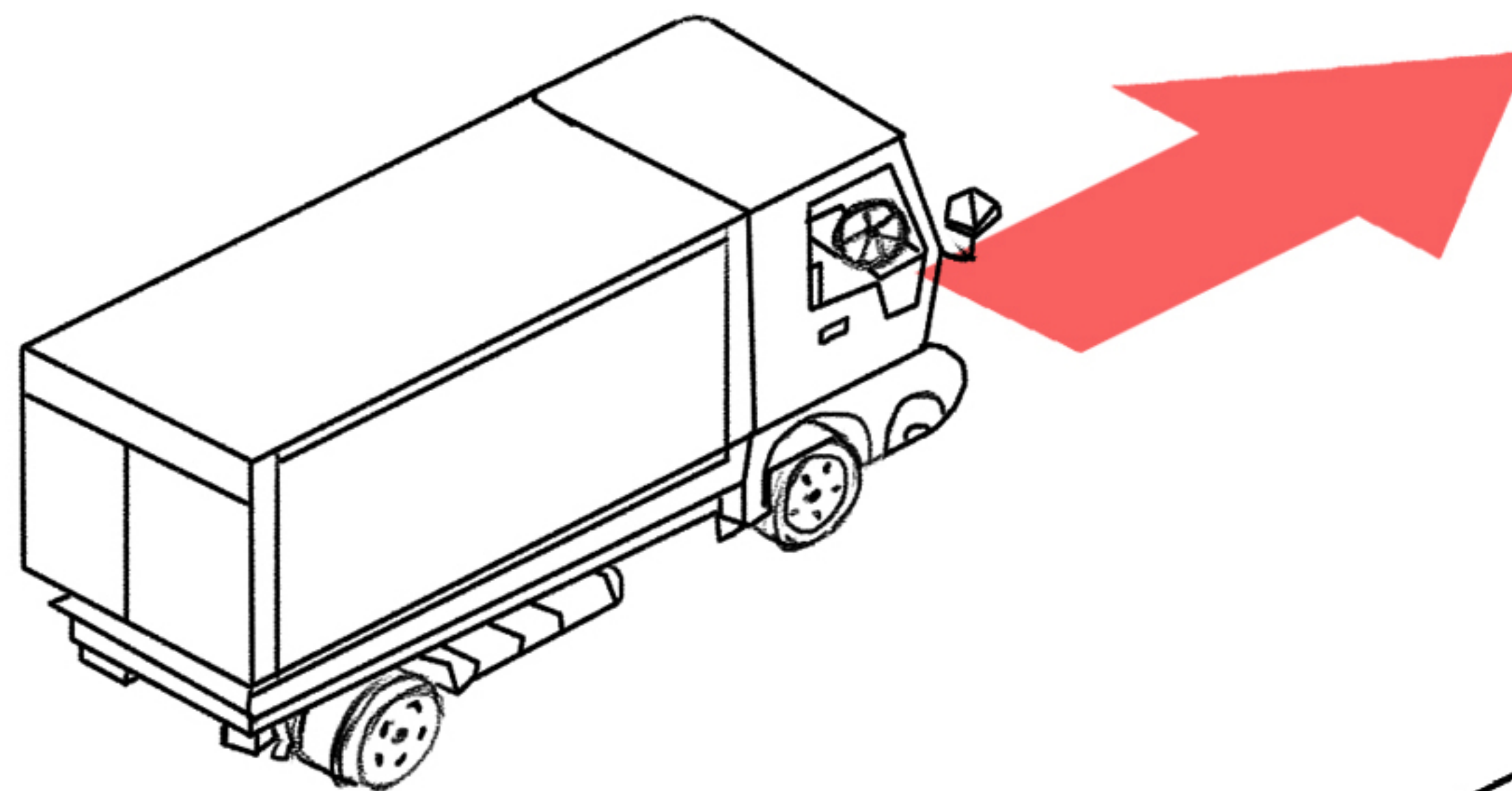
Explainer video



Storyboard

Client : GWC Al Wukair Logistics Park

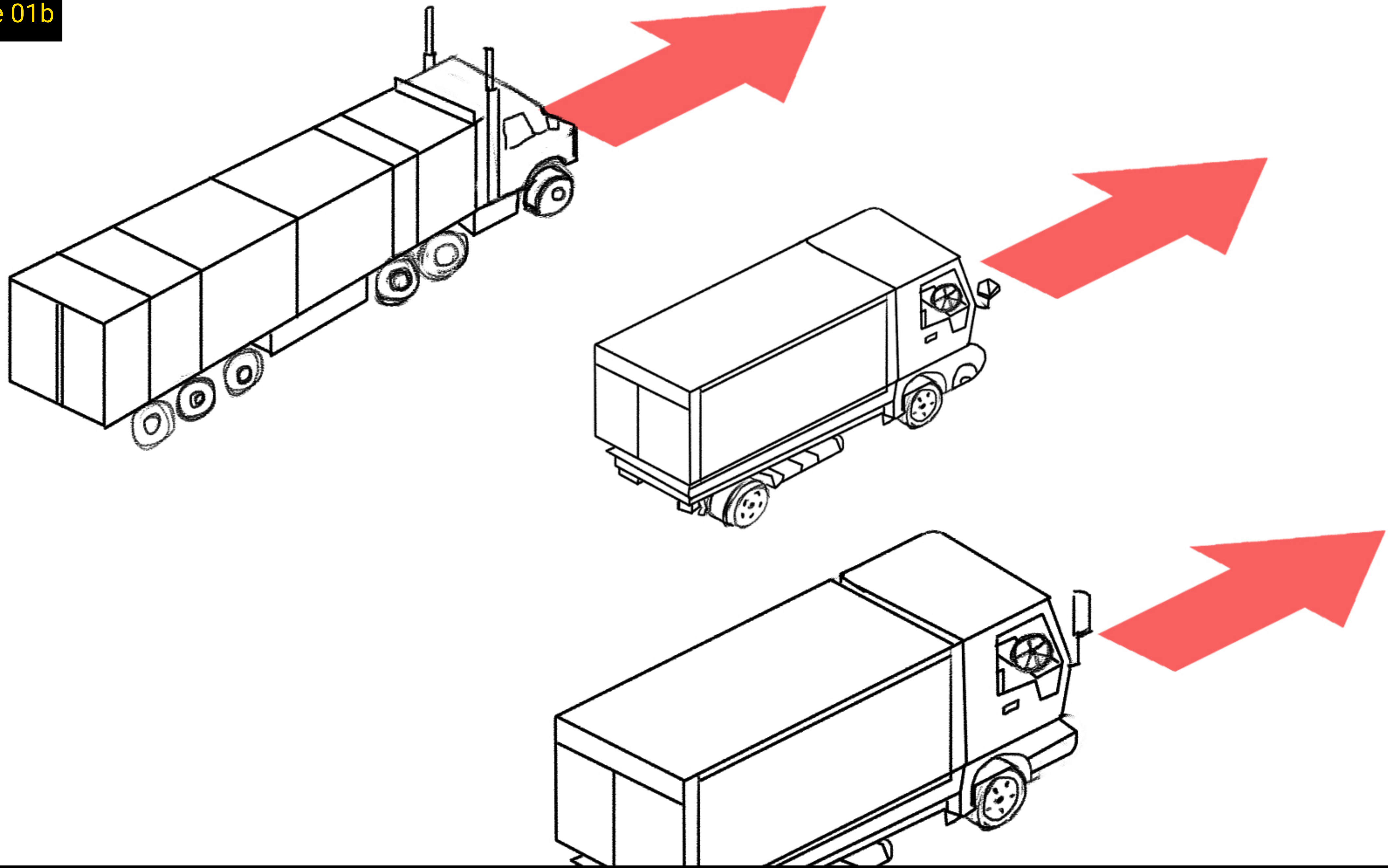
Frame 01a



Visual: The video begins with the camera following a new looking container truck.

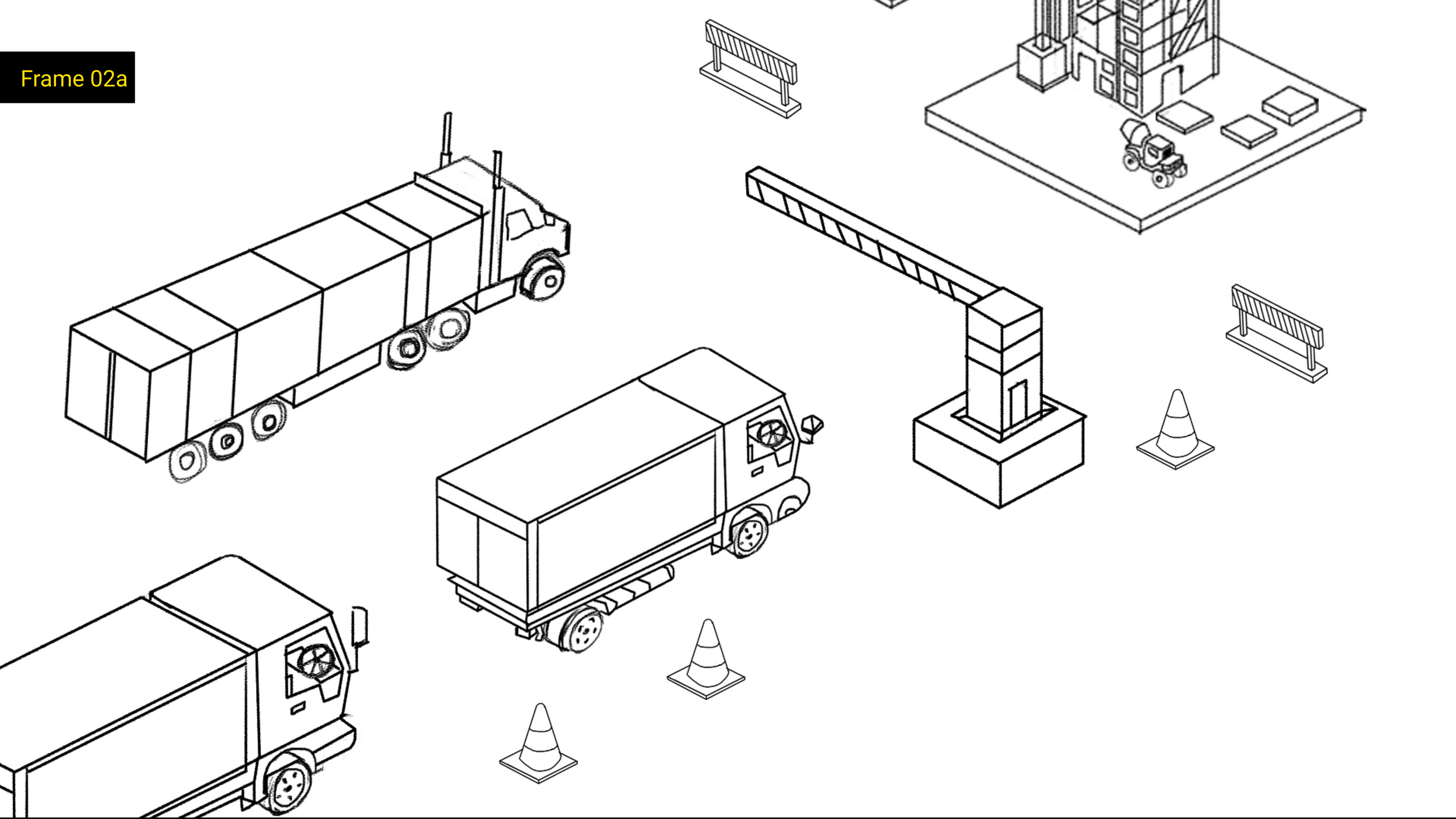
Voice over: You could be a startup gearing up to enter the market...

Frame 01b



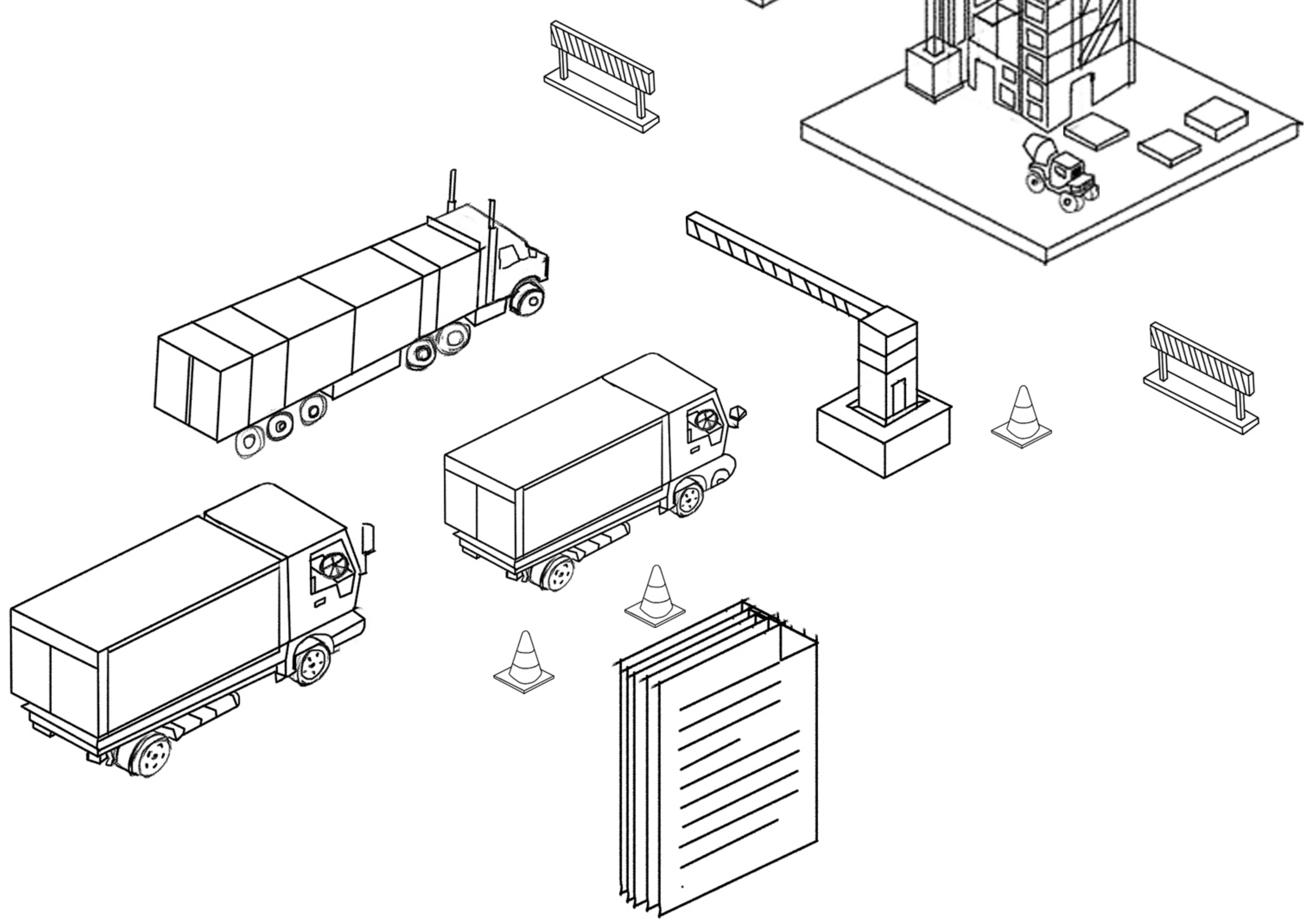
Visual: We show two bigger container trucks entering the scene and moving forward with the first one.

Voice over: ...or an established business with a strong presence.



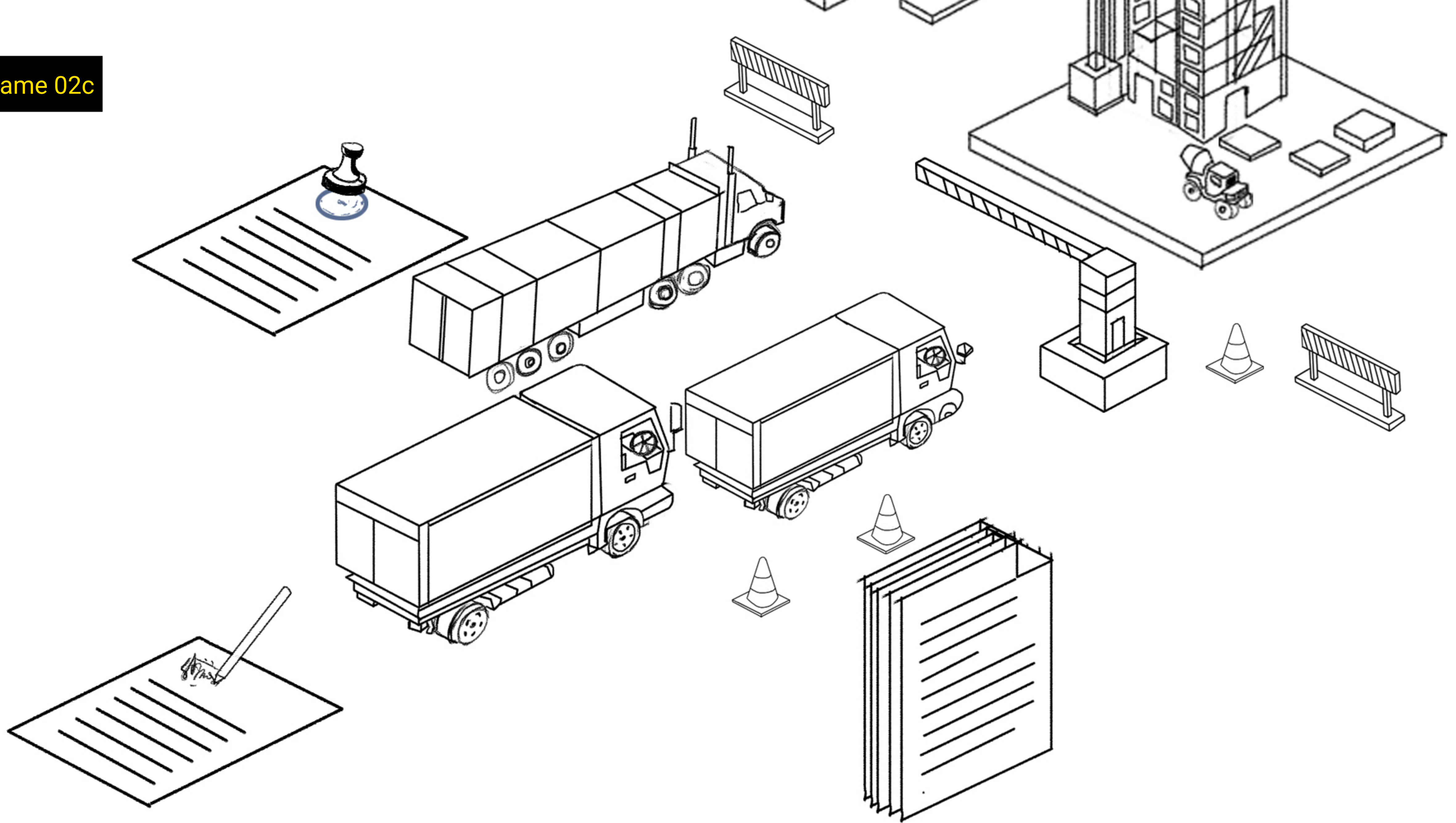
Visual: The trucks reach in front of a gate and the trucks stop. We can see a construction site behind the gate.

Voice over: Establishing an infrastructure,...



Visual: Contract papers start appearing on the right side of the trucks.

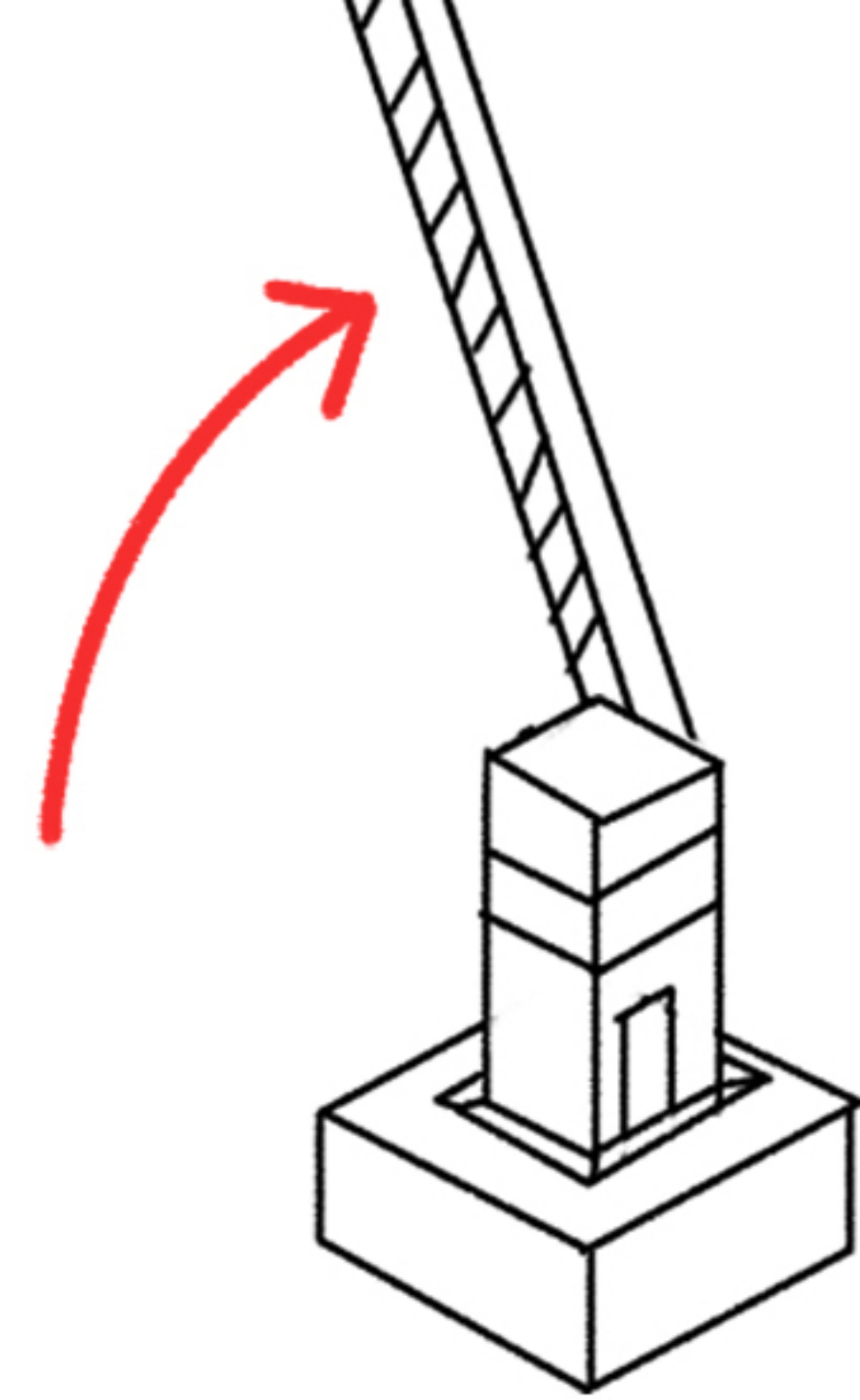
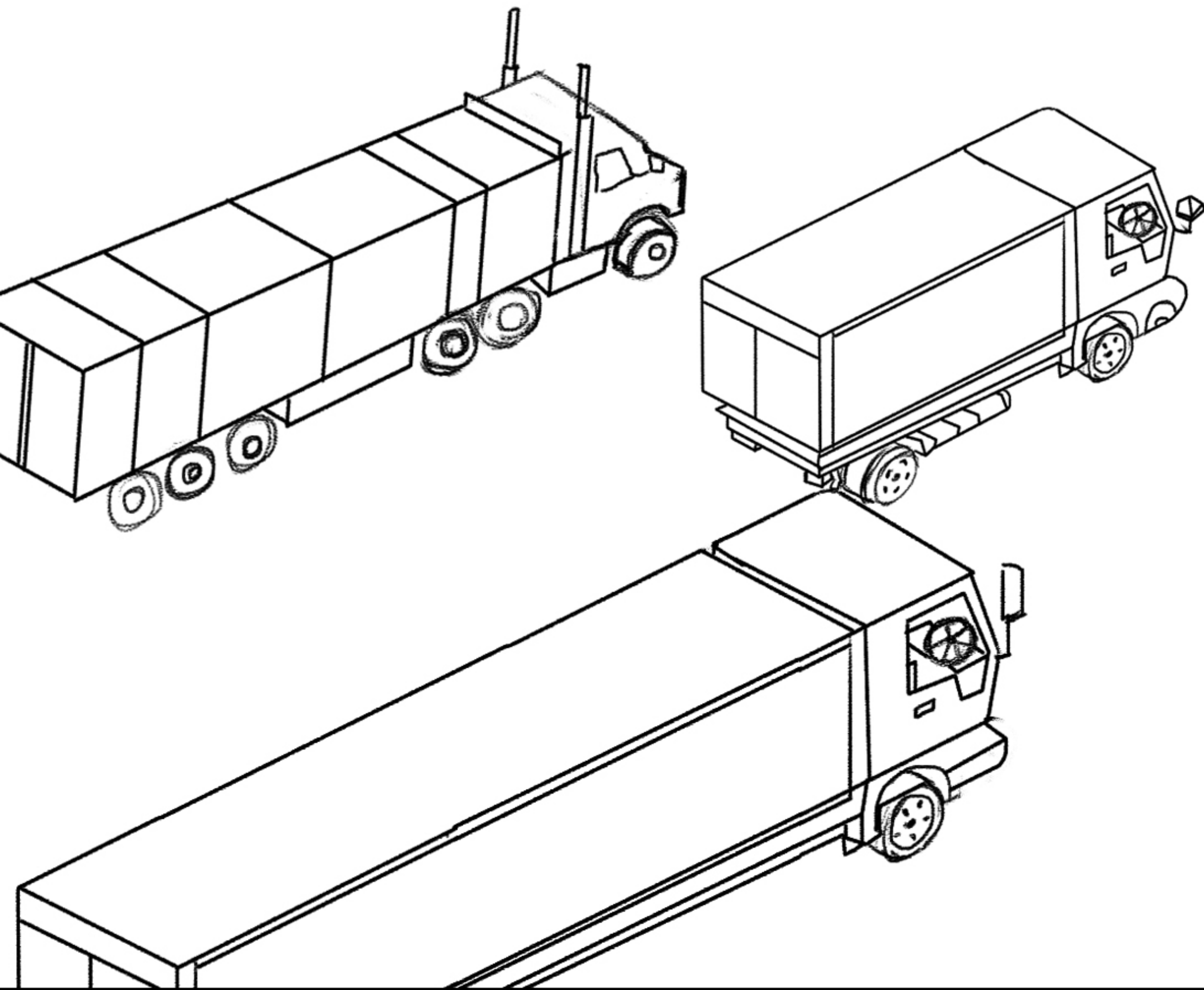
Voice over: ...getting through endless contracts,...



Visual: A paper with a pen and another paper with a seal appear around the trucks as if locking them in.

Voice over: ...registration and permit procedures can be time as well as energy-consuming!

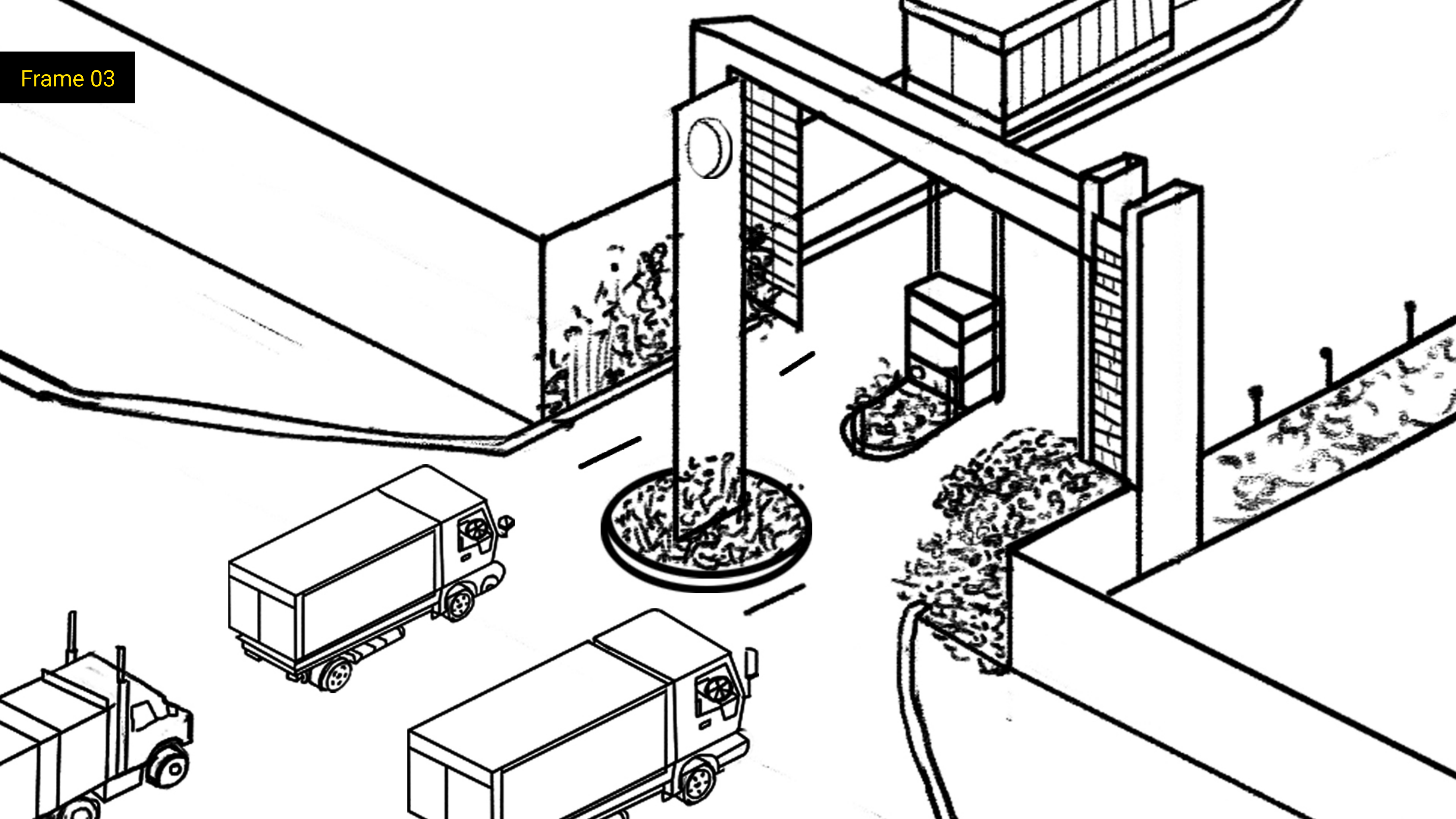
Frame 02d



Visual: The obstacles disappear and the gate opens. The trucks continue to move forward.

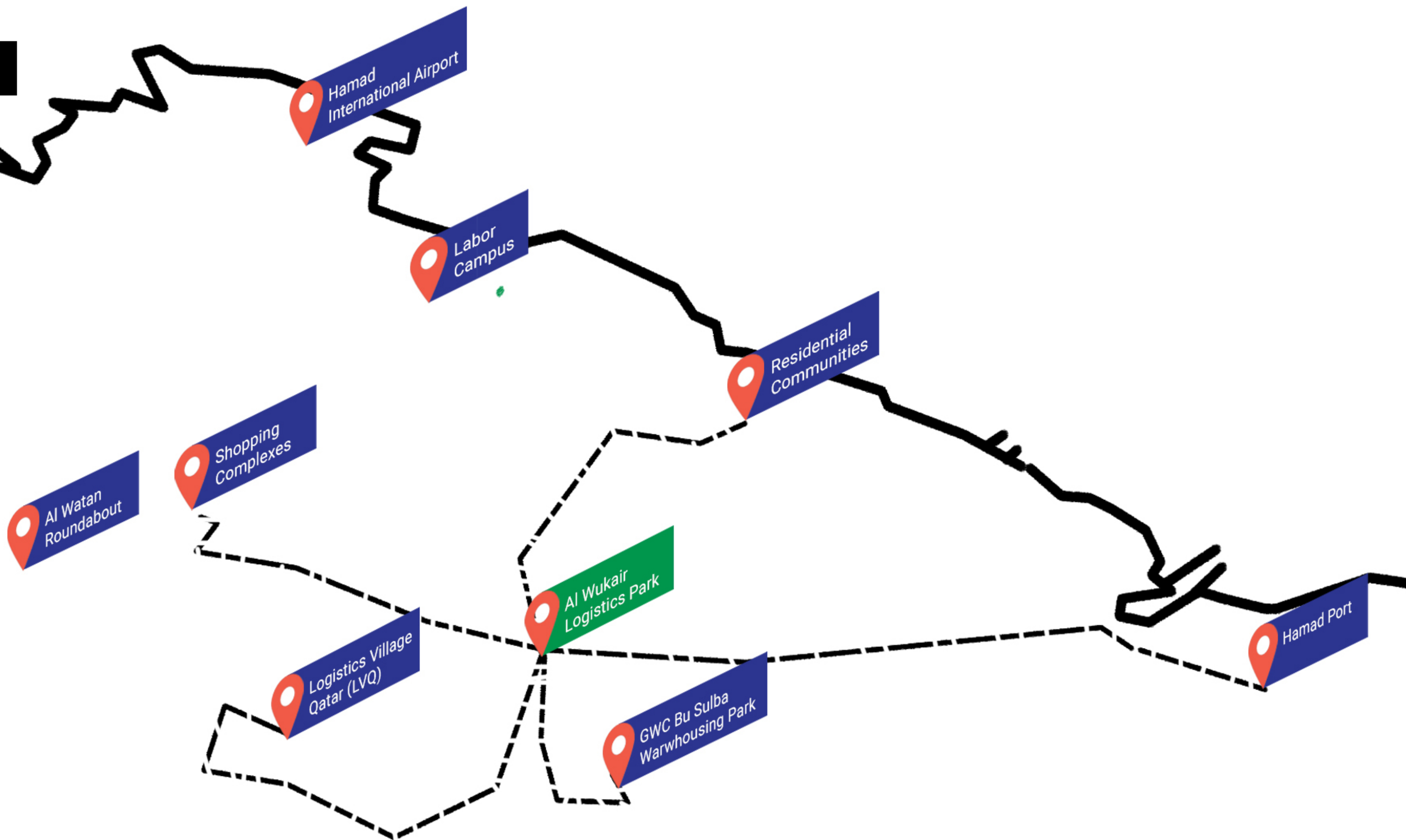
Voice over: We understand that your priority is to run your business in the most efficient way possible.

Frame 03



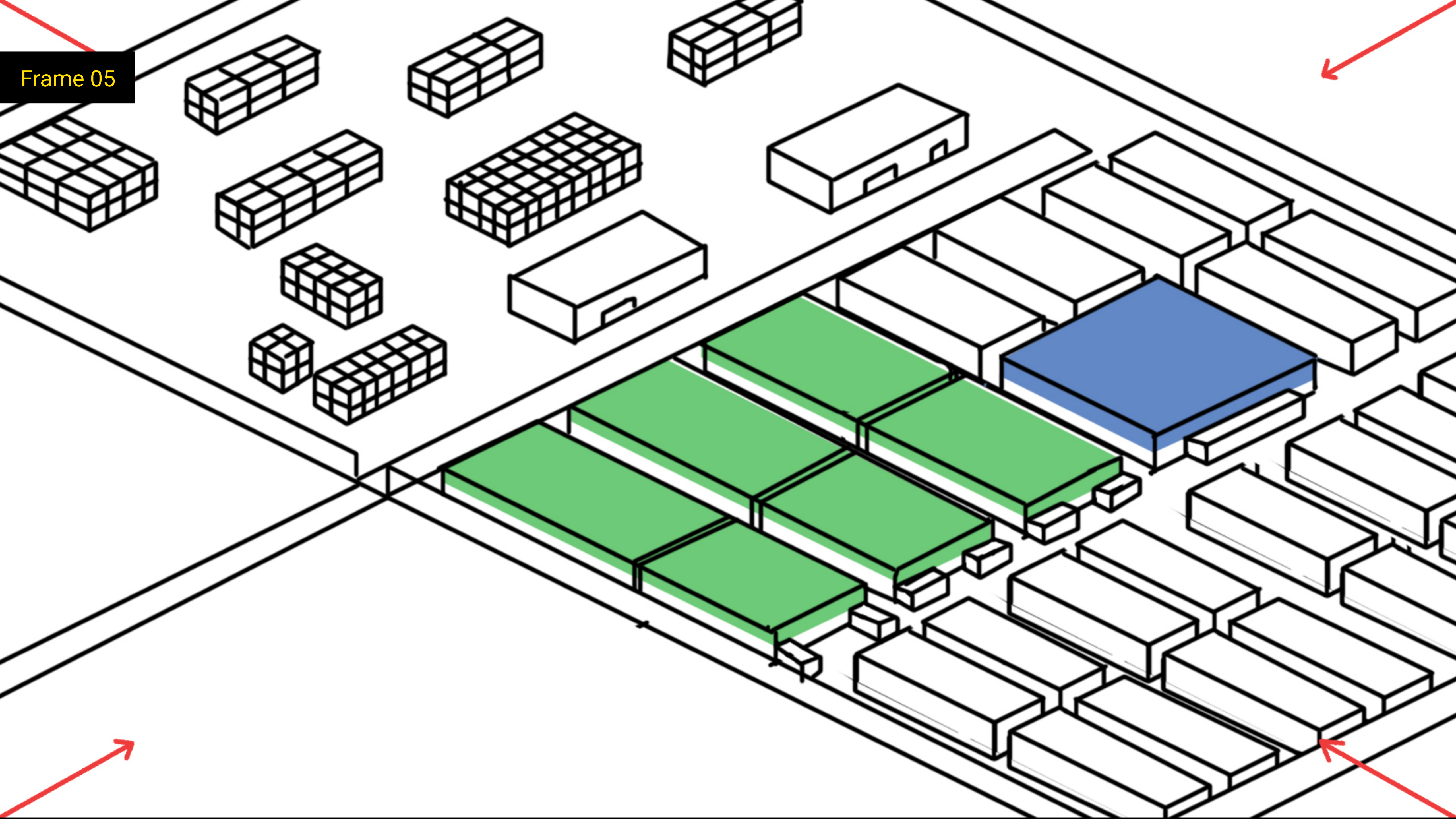
Visual: The camera moves with the trucks to show them entering the gates of Al Wukair Logistics Park.

Voice over: Presenting you Al Wukair Park.



Visual: The scene changes to show the map of Qatar and we show the Al Wukair Park marked in it. We show it being marked 10Km away from New Hamad Port & MIC, and 12km away from the Doha Industrial Area.

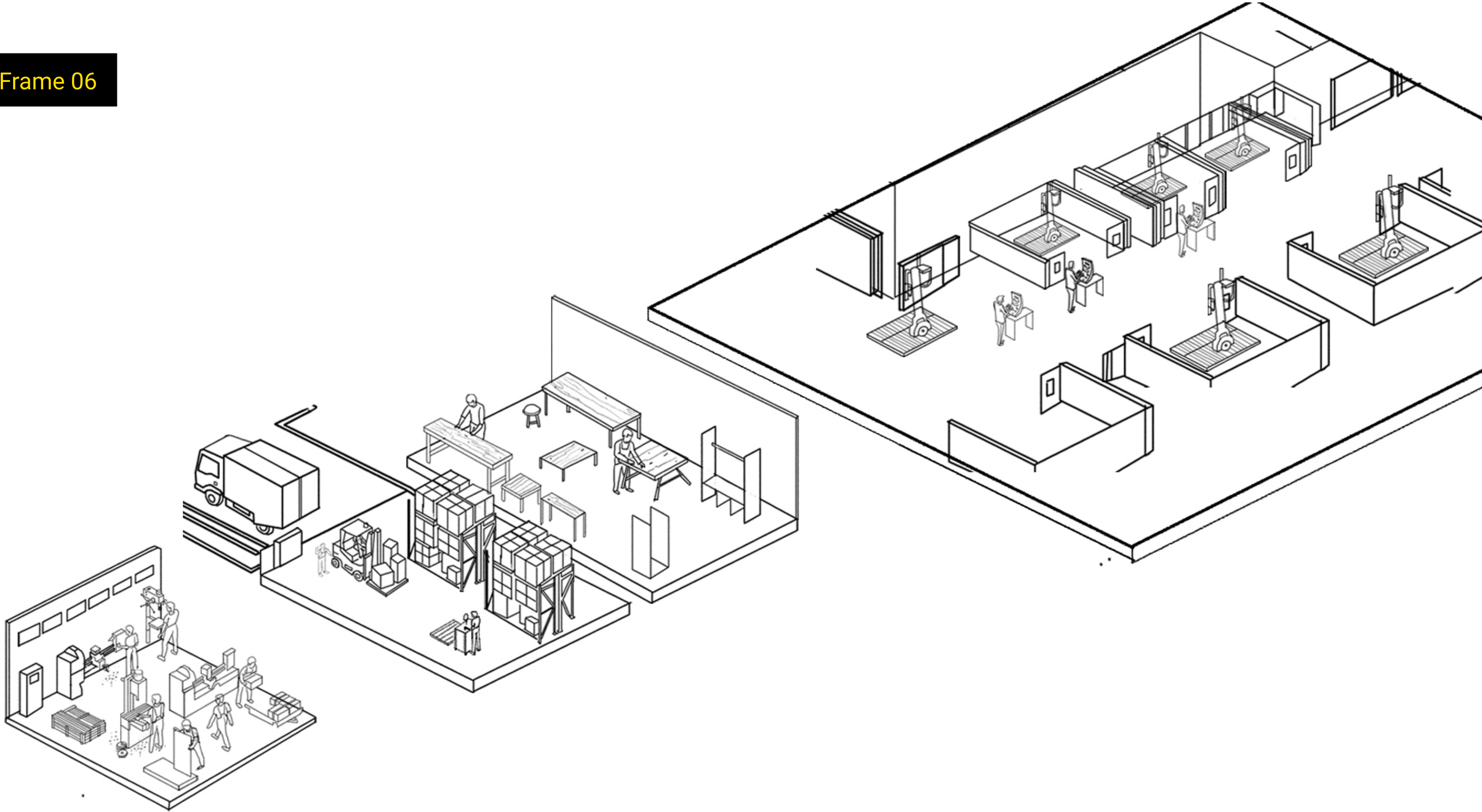
Voice over: Centrally located between the airport, seaport, accommodation, and markets...



Frame 05

Visual: The camera zooms in to show an overall view of the Al Wukair Park. We show buildings popping up throughout the campus.

Voice over: ...this facility provides industrial workshops, storage units, showrooms and open yards...



Visual: The scene cuts to show the different businesses of varying size in the park. We show a small metal grinding facility, a medium sized carpentry workshop and a bigger marble cutting facility.

Voice over: ...designed to suit the needs of micro, small and medium sized businesses from a multitude of industries.



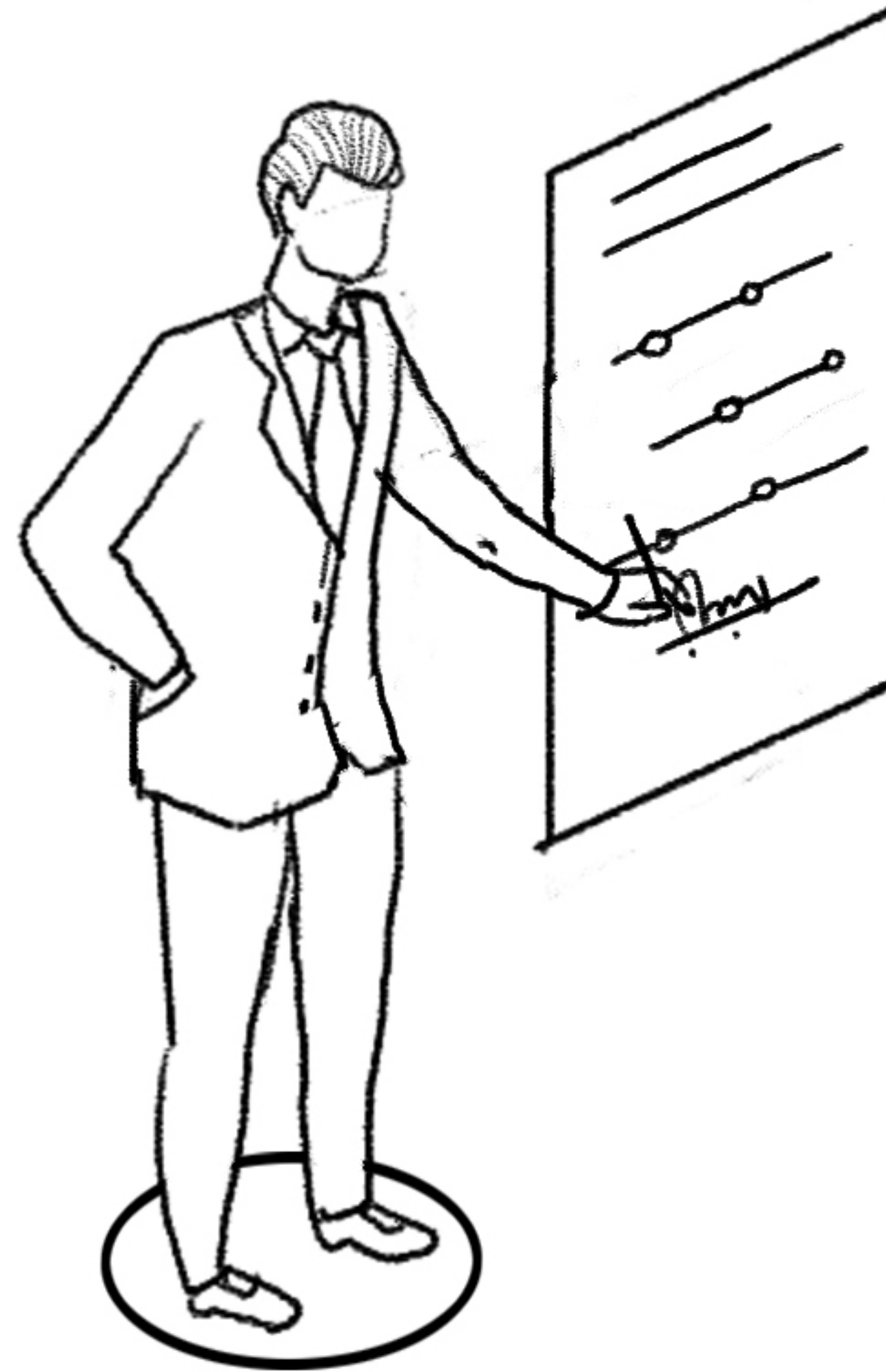
Visual: The scene changes to show a person in a suite. A single page contract appears in front of him in the form of a hologram.

Voice over: GWC offers you a simple one-page contract...



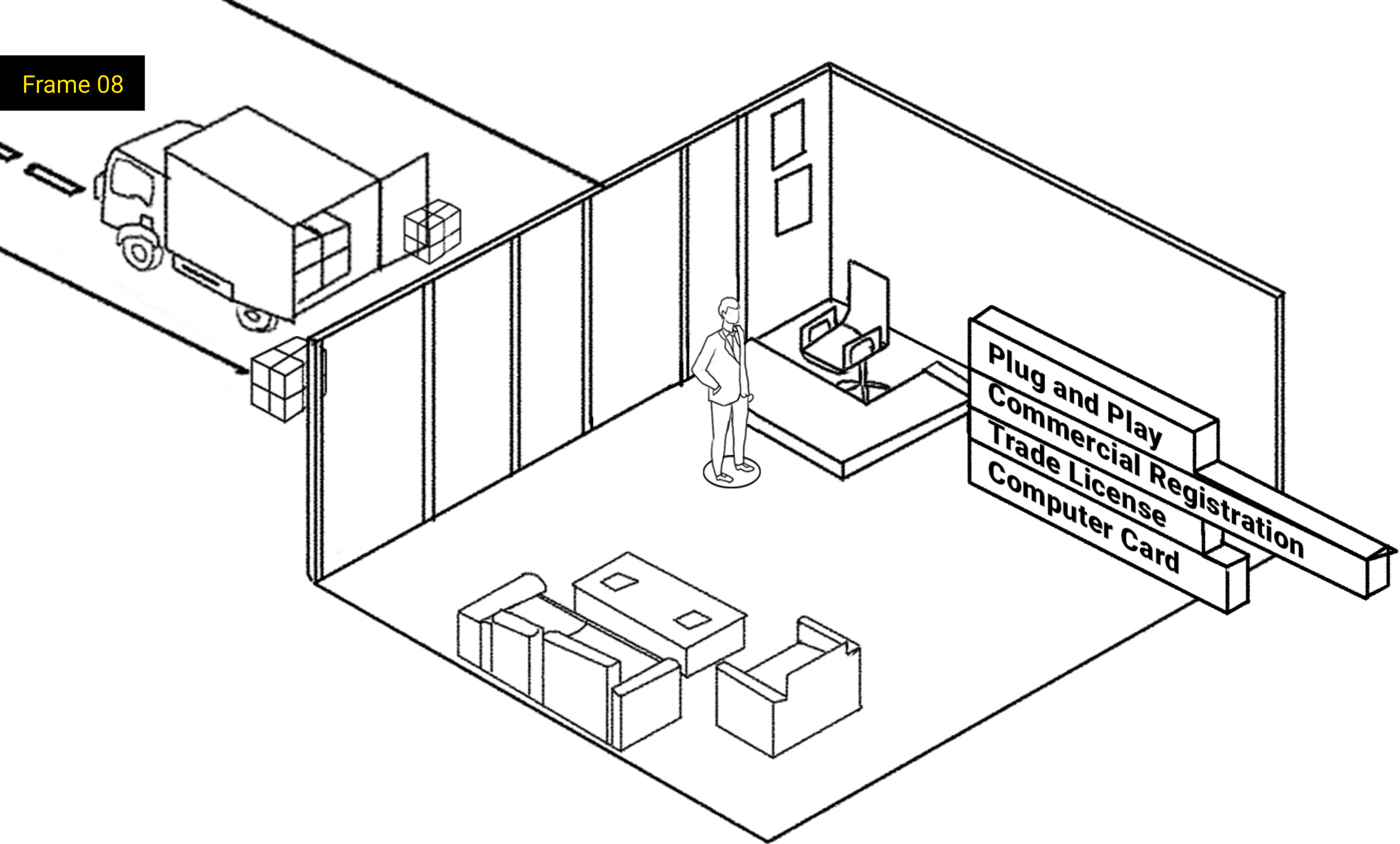
Visual: He changes the duration slider in the contract.

Voice over: ...and flexible contract durations.



Visual: He puts his signature in.

Voice over: Once you sign the contract,...



Visual: The hologram screen changes to show a checklist with the text 'Plug and Play, Commercial Registration, Trade License, Computer Card'. A small office space appears around the man.

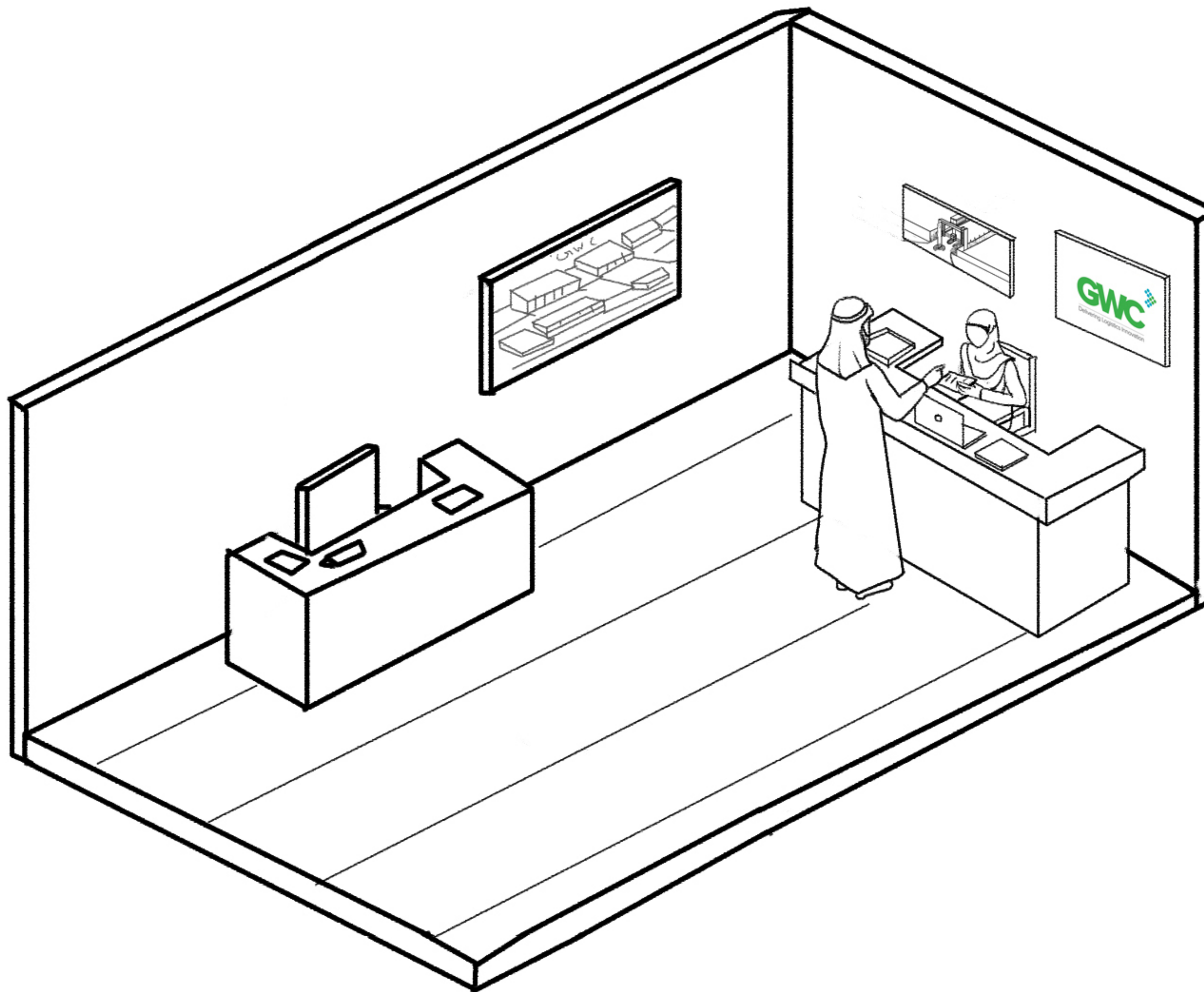
Voice over: ...you will receive a plug and play unit to set up your operations,...

Frame09



Visual: The camera pans sideways to show the GWC office building.

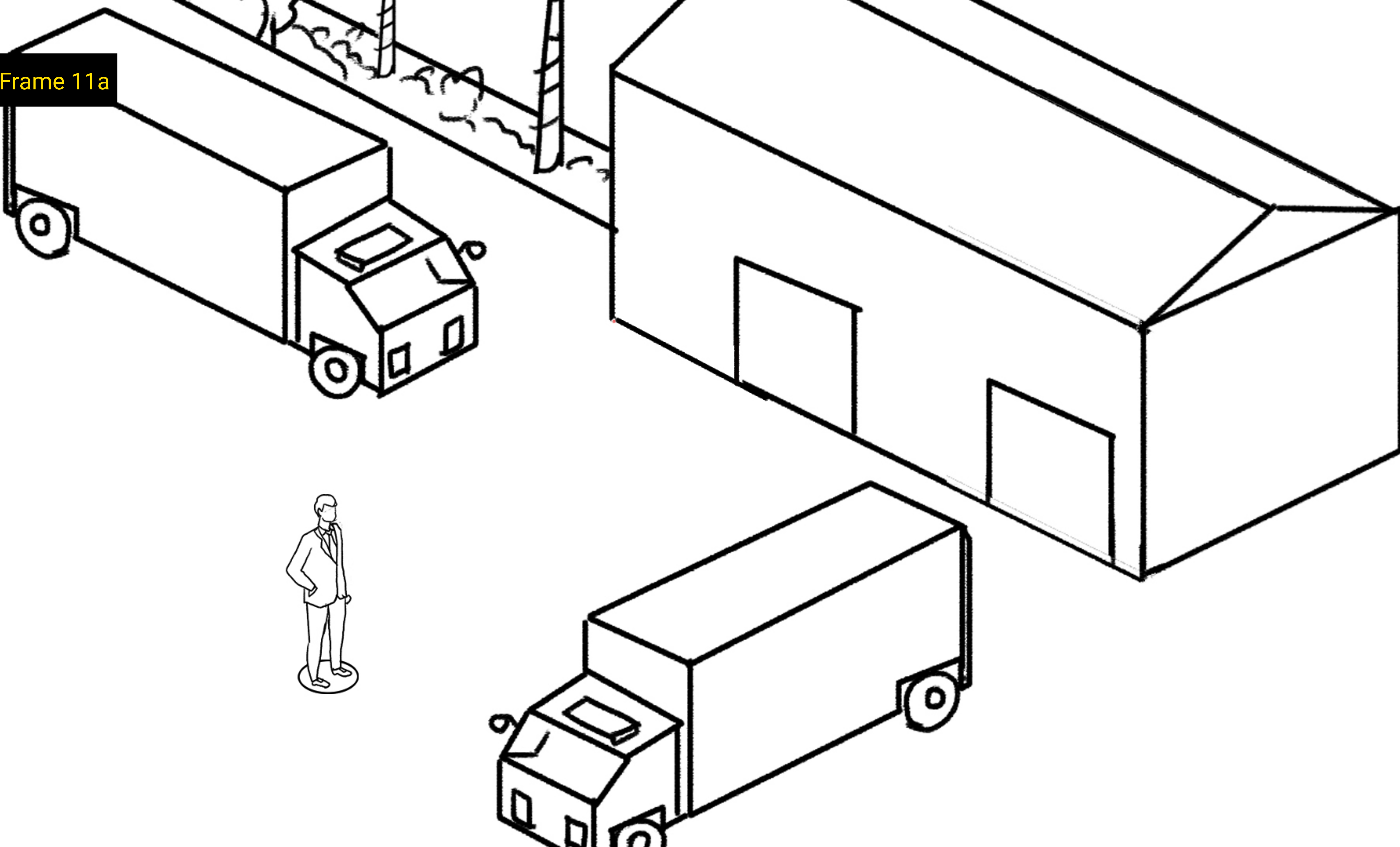
Voice over: ...and GWC will facilitate all regulatory approvals and permits.



Visual: The camera zooms in to show another person receiving files from the GWC sales office.

Voice over: And even better, you can obtain these from the GWC sales office.

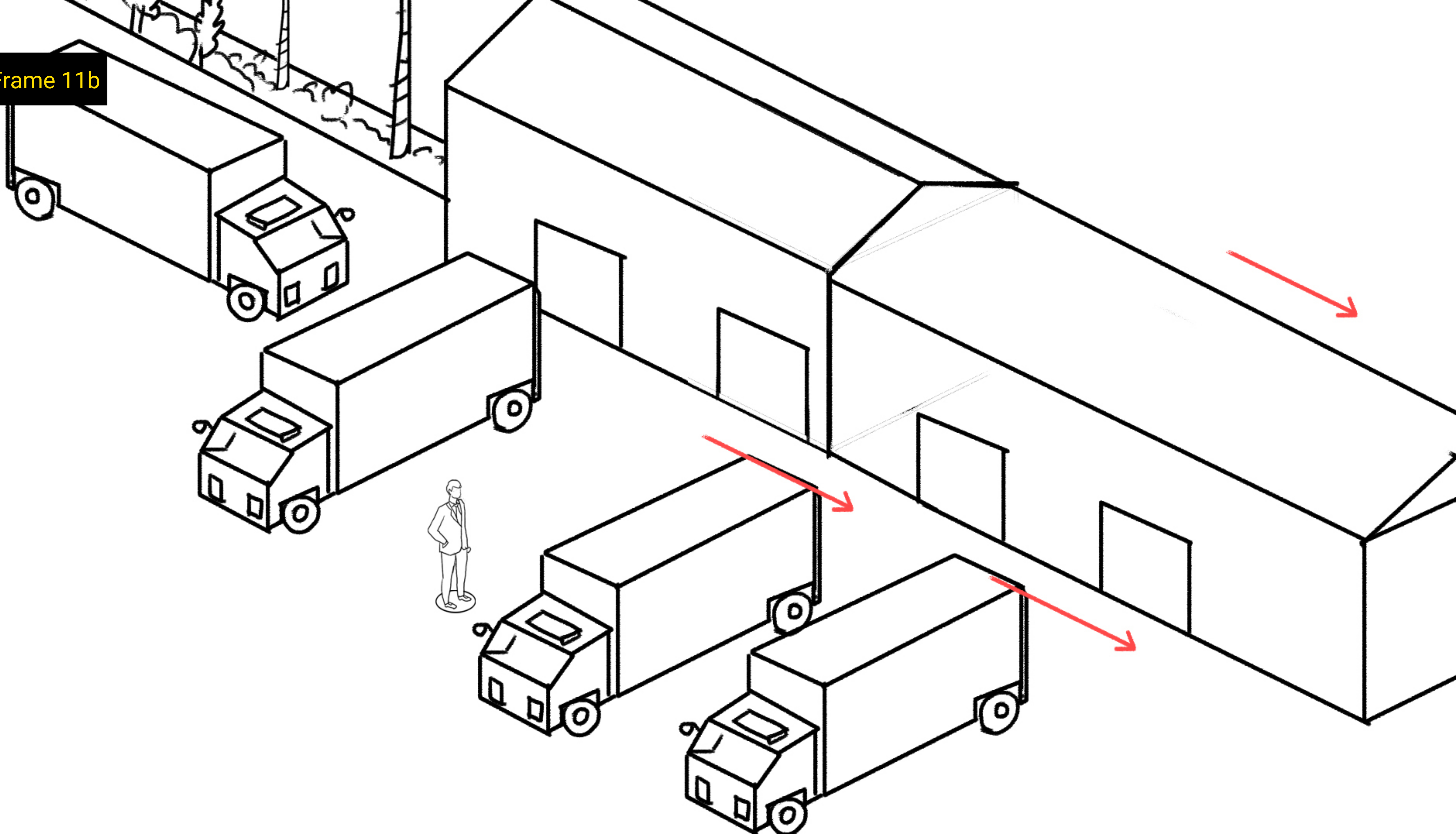
Frame 11a



Visual: The camera pans back and we show the businessman from the previous scene and a warehouse popping up in front of him.

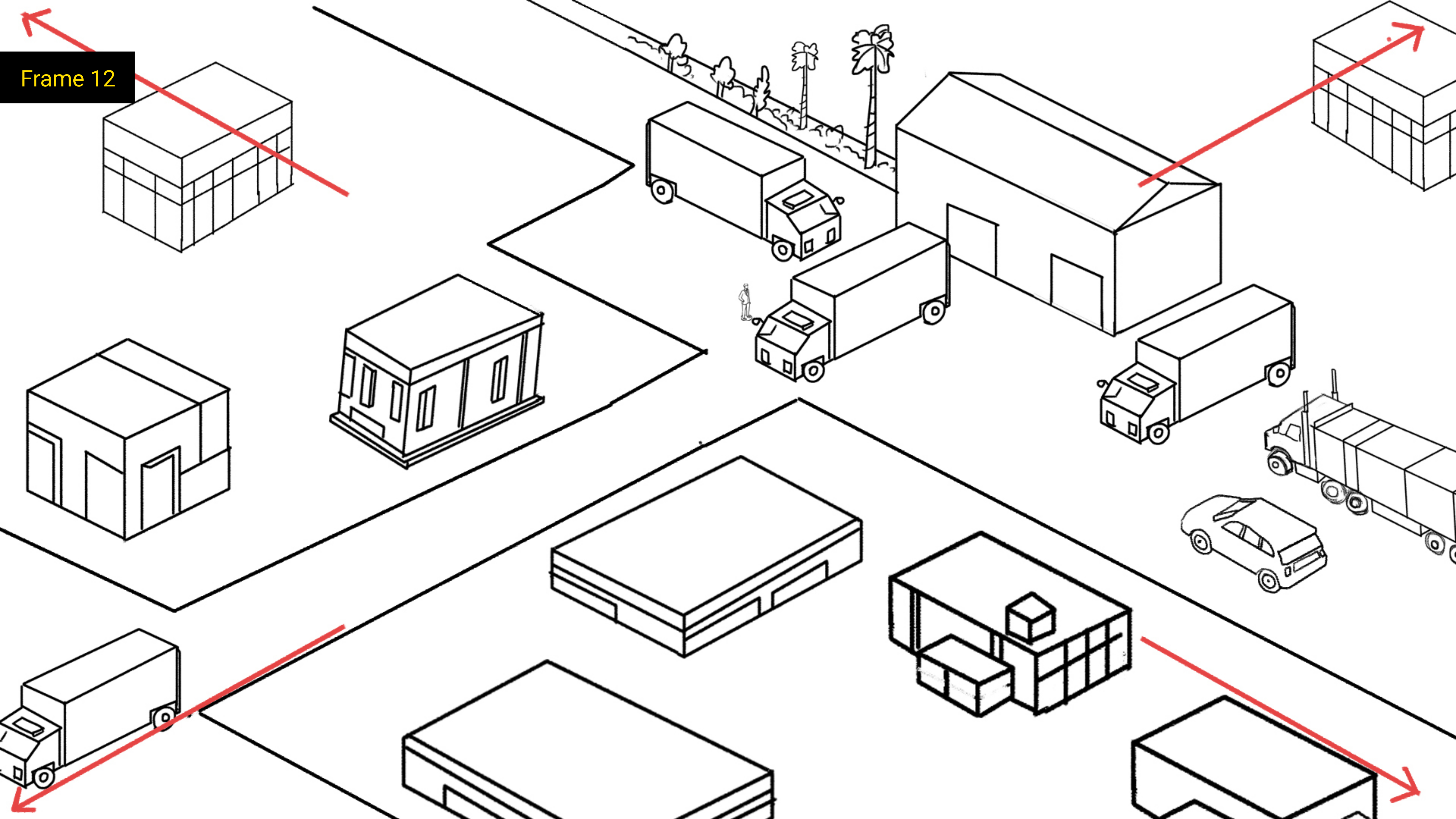
Voice over: When you establish your business at Al Wukair Logistic park,...

Frame 11b



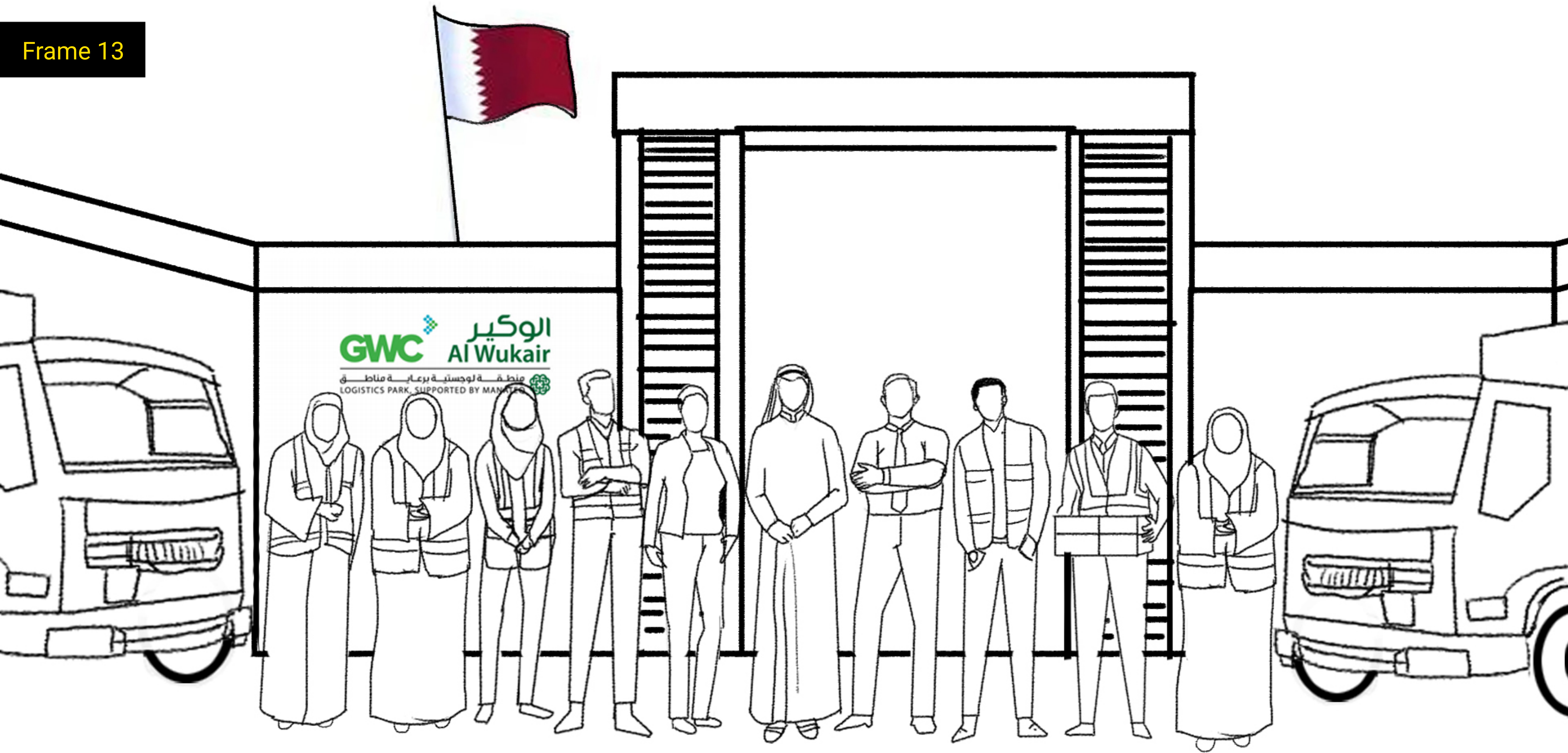
Visual: We show the warehouse becoming bigger and more trucks being added in the scene. We show more trucks coming towards the building.

Voice over: ...you get to operate at an international park with scalability options...



Visual: We show a timelapse of buildings, and trees growing and developing around the warehouses in the park. We show trucks of different colours entering and leaving the scene.

Voice over: ...while being close to your clients and adjacent industries, creating more opportunities.



Visual: The scene then changes to show a 2D view of a few businessmen, manufacturers and carpenters standing looking at the camera with a proud smile on their faces. We show the Qatar National Flag flying in the background.

Voice over: Come grow with us at Al Wukair Park and be a part of Qatar National Vision 2030.

Talk to one of our specialists today



Nalin

 **66722989**



Wasim

 **33203567**

Visual: Talk to one of our specialists today.

Voice over: Talk to one of our specialists today



Visual: The video ends by showing the AWLP logo.

Thank you!