

**CANYON RANCH  
NEW HIRE ORIENTATION DVD  
PRELIMINARY TREATMENT**

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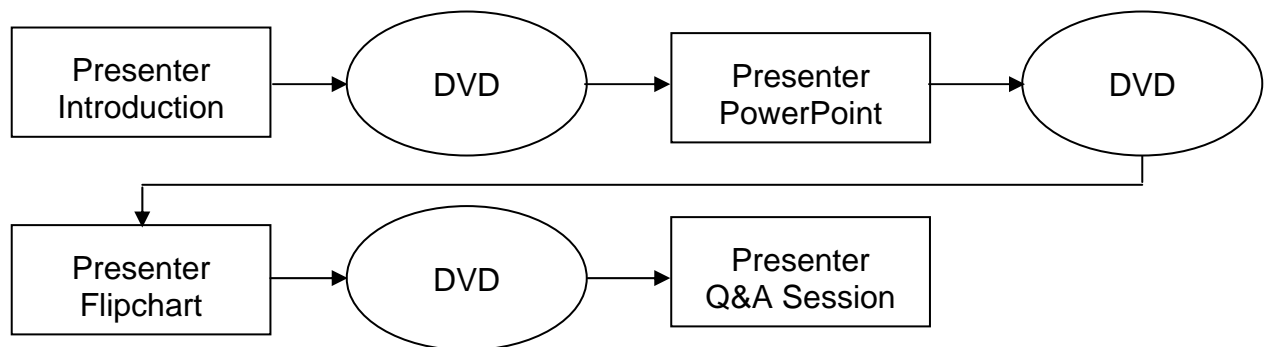
## OBJECTIVES

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The principal goal is to produce a framework for a flexible and comprehensive multimedia presentation for HR departments at all Canyon Ranch properties. In addition to providing substantive information, this presentation needs to inspire new and prospective employees about the opportunities work at Canyon Ranch offers.

The main companywide framework is a series of presentations on DVD primarily intended for viewing by new hires during orientation. In addition to informing and inspiring new employees, the videos could also be used to reinforce the Canyon Ranch message among veteran employees and managers and as PR vehicles to impress other audiences.

The DVDs will function as modules within presentations, offering presenters maximum flexibility in sequencing and pacing, as well as the ability to integrate the videos with PowerPoint, flipcharts and other visual aids. For example:



The videos will be customized with location-specific information. They will also be designed to easily accommodate future information updates.

All video shot for these DVDs can be repurposed for future Canyon Ranch video and multimedia presentations.

The videos will serve to:

- Introduce Canyon Ranch.
- Provide a framework for the history and continued growth of Canyon Ranch.
- Explain the core values and philosophies of Canyon Ranch.
- Describe present and planned Canyon Ranch operations.
- Provide a glimpse into the Canyon Ranch experience.

After seeing the videos our audience will:

- Know the history of Canyon Ranch.
- Appreciate the breadth of facilities and services Canyon Ranch offers.
- Understand the Canyon Ranch philosophy of healthy living.
- Learn Canyon Ranch's core values.
- Comprehend the level of service expected of them.
- Embrace the Canyon Ranch spirit of service.
- Look forward to the fun they'll have working at Canyon Ranch.
- Realize that employment at Canyon Ranch is not just a job – it's a way of life.

## CHALLENGES

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We face some interesting challenges and opportunities with this presentation package.

- **Flexibility** – Because of the heterogeneous product mix, audiences, geography and locale-specific custom information, this package must be extraordinarily adaptable to changing situations.
- **A changing communications environment.** Audiences today are used to a much higher pace and variety of information delivery. Any presentation of corporate information that is presented in a strictly linear approach will mark the company as old and stodgy. Energy levels need to be varied often, with an emphasis on appealing to those with a short attention span. Interweaving storylines within Chapters will keep the pace lively.
- **A value added package.** There is additional information about the company's vision, history, expectations and procedures that is both interesting and valuable to the intended audiences, but which don't lend themselves to the primary presentation sessions. With very little extra cost, a CD/DVD presentation could be made available to employees and others with the standard presentation and additional information on award programs, visual travelogues, computer display backgrounds, et cetera.

# STRATEGIES

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The Canyon Ranch story is unique. It deserves telling in a truly distinctive way, a way that will make viewers truly care about learning the Canyon Ranch story and infuse them with a desire to be a part of that story going forward.

To effectively communicate with today's younger viewers, the videos need to "speak" in the visual style to which they've become attuned. This means series of short sequences presented in a nonlinear fashion (tailored for the shorter attention spans of younger viewers accustomed to nonlinear modes of visual storytelling).

The videos will incorporate a variety of techniques and elements:

- High Definition Video. There's a reason the broadcast and video production industries have adopted high definition as the industry standard. Not only is it an FCC mandate for broadcast stations, the format delivers a screen width and image quality that rival film. The wide screen will effectively accommodate Canyon Ranch's expansive story, while delivering an expensive film look at economical video prices.
- Overlapping Story Threads. Interweaving storylines have been used successfully to tell stories in a number of hit movies and television shows like CSI: Crime Scene Investigation. This very contemporary way of telling visual stories would communicate the Canyon Ranch story in a series of short and interrelated vignettes that would capture audience interest and could even cross over from one video to another. In the end, this collection of storylines will combine to successfully tell the larger story of Canyon Ranch.
- Interviews & Testimonials. Employees, guests and founders Mel and Enid Zuckerman will be interviewed using a third party perspective (off camera interviewer). Some of these interviews, depending on the subject's discomfort with the trappings of video production, could be recorded audio-only, with appropriate visuals added in postproduction. These interviews and testimonials will help bring the Canyon Ranch story alive and subtly reinforce Canyon Ranch values and expectations.
- Founder's Vision Statement: Three or four of the subject-specific chapters could close with on-camera statements by Mel or Enid Zuckerman. The statements, no more than thirty to forty-five seconds each, would revisit a Canyon Ranch core value and serve as a segue to the next segment of the presentation.
- Location B-Roll. Video shot on location will show the variety of services and interactions taking place at Canyon Ranch properties on a daily basis.

- Archival Photos, Articles & Video. These historical photos, magazine and newspaper articles and television news stories will help provide a long-term context to the Canyon Ranch story.
- Narration. Voice-over narration can be used to set up segments, provide continuity and reinforce key points.
- Character Narration. Where guest testimonials are from written materials, actors' voices will bring them to life.
- On Screen Text. Text can be used to reinforce particular points made during the narration, as well as identify locations and interview subjects.
- Music, Sound Effects & Natural Sound. Subtle use of music and sound effects will lend emotional texture to the video. In addition, the natural sound recorded along with various scenes will help give viewers a sense of place and mood. Natural sound can also be used to signal impending transitions, by preceding a new scene with it's associated audio.
- Logo Animation. An animated version of the Canyon Ranch logo can be used to open and/or close each video segment. This can be a new signature element that can be extensible with the new branding/web initiatives.

## **SAMPLE CHAPTER SUBJECTS**

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### Inside Canyon Ranch

An uplifting quick around-the-clock montage of Canyon Ranch staff members at work, featuring the wide assortment of jobs, the diversity of our work force, interrelatedness of the various jobs, and establishing how nurturing, caring attention to all details of the guest experience is the hallmark of the brand.

### The Making of a Legend

Looking back at the origins of Canyon Ranch and how the mission has remained unchanged through the years even with phenomenal success and rapid growth.

### Canyon Ranch today... and tomorrow

Includes general setup of brand categories: destination resorts, SpaClubs and Canyon Ranch Living communities (and others as appropriate).

### The Real Canyon Ranch

Why we do what we do -- an explanation of the purpose of Canyon Ranch and how we help people (staff and guests) connect to healthy living. Content points include the relationships and affiliations with organizations like the Cleveland Clinic, the philanthropic work of CR (community scholarships, Faces of Change, Dreamstreet and possibly the Institute), and testimonials.

Your Canyon Ranch – here and now.

(Individual descriptive segments with voice over narration. This is where employees are sold on their own property.)

- Canyon Ranch in Tucson
- Canyon Ranch in Lenox
- Canyon Ranch SpaClub at The Venetian
- Canyon Ranch SpaClub at Gaylord Palms
- Canyon Ranch SpaClub on QM2
- Canyon Ranch Living in Miami Beach

Catch the Spirit

A lively and inspiring closing presentation of the “essence” of working at Canyon Ranch – camaraderie, teamwork, learning, fun, etc. Includes staff and guest testimonials.



## SAMPLE SCRIPTS

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Below are two partial sample scripts for the segments tentatively titled, “Inside Canyon Ranch” and “The Making of a Legend.” These script segments are intended only to give an idea as to how these videos could look and sound.

“Inside Canyon Ranch” serves as an emotional overture to the many jobs and people that make up Canyon Ranch. The pacing of the piece will vary according to the level of activities being depicted.

### Inside Canyon Ranch

We begin in black.

We HEAR the sounds of a cruise ship at sea: rushing water, wind, the calls of birds.

The Canyon Ranch logo takes shape, and then fills the screen.

A ship’s bell CLANGS. Spare, driving music, more rhythm than melody, begins.

We SEE the Queen Mary 2 at sea. Superimposed over the ship is the text: Queen Mary 2 – Somewhere in the Atlantic. A digital clock display in the corner of the screen reads: 7:59 AM.

Inside the ship, the QM2 SpaClub manager is on the move, on his/her way to open the spa for the day. The manager’s name and title appear on screen as a lower third. The manager, in voice over, briefly says how much he/she enjoys the start of each new day at Canyon Ranch.

Next, we SEE a magnificent sunrise over Canyon Ranch in Tucson. Superimposed over the shot is the text: Canyon Ranch, Tucson, Arizona. The digital clock display shows: 7:59 AM.

Inside, the kitchen and dining room staff is bustling, preparing for breakfast. We focus on the chef, identifying him/her with a lower third. In voice over, the chef talks about the responsibility and sense of fulfillment that comes with preparing healthy meals for Canyon Ranch guests.

Next, the Bellefontaine mansion glows in the early morning Massachusetts sunlight. Superimposed over the shot is the text: Canyon Ranch, Lenox, Massachusetts. The digital clock display shows: 7:59 AM.

Inside, aestheticians in the skin care salon prepare for the day’s first appointments. We focus on a senior aesthetician. In voice over, the aesthetician talks about his/her dedication to helping Canyon Ranch guests look and feel their best.

With a reverberating click, the digital clock display changes to: 8:00 AM.

The musical rhythm gives way to a fully orchestrated main theme as quick cuts showcase a variety of scenes: Switching on the lights in the QM2 SpaClub; hungry Canyon Ranch visitors entering the dining room; a guest setting into the aesthetician's chair, etc.

NARRATOR (Voice-over)

Every morning at Canyon Ranch is filled with promise. The promise of renewed health and well-being for all our guests. Canyon Ranch employees help make that promise a reality – every minute of every hour of every day – by providing a level of service unmatched by other resorts and spas. What can you expect during a typical day? Just take a look.

End Sample

## The Making of a Legend

These segments become the segue to transition points from Chapter to Chapter.

We begin in black.

A singular and repeated melody (a melody specifically associated with the Zuckermans and used only when Mel or Enid are on screen) begins.

The Canyon Ranch logo takes shape. It fills the screen, and then gives way to scenic shots of the Sonoran Desert. Lower third text reads: Tucson, Arizona.

We HEAR the voice of Mel Zuckerman.

MEL ZUCKERMAN (Voice-over)

Canyon Ranch began with a dream and an intention  
– to inspire and motive people to live well.

For the first shot, we SEE Mel and Enid Zuckerman on camera with Mel speaking to an off-camera interviewer. Mel and Enid then take turns with ad lib copy edited as Voice over and taking turns telling the story of the early days of Canyon Ranch.

Mel and Enid speak about their philosophy and goals, choosing the Tucson location, breaking ground, the first services offered, etc. A combination of early marketing materials, photos, newspaper and magazine articles and television news stories (and, perhaps, dramatizations evoking the early Tucson days) illustrate the story and show the growing success and fame of Canyon Ranch.

After this introductory segment, the pace quickens. The next closing segment of the next chapter could chart the growth of the Canyon Ranch portfolio, visiting Canyon Ranch Lenox and the SpaClubs at the Venetian, Gaylord Palms and the QM2. Elements include views of the facilities, interactions between staff and guests, testimonials, contemporary media coverage (print and broadcast) if available, and narration.

From there, the video looks to the future expansions: Canyon Ranch Living in Miami Beach and Tucson.

The last Founder's Vision segment reinforces the reasons for the success of Canyon Ranch, ending where we began, with the original dream, intent and mission.

End Sample