

1. Find you horses forever home reel:

I don't like the music. Maybe something more passionate/dramatic (not too dramatic) and not so sad.



Looks way too AI generated. Same feel just real. Word placement and font is hard to read

It starts with a dream...
a little more space,
a little more freedom.



I like the video - Word placement and font is
hard to read

...it's where bonds deepen

I don't like the video - There are much nicer interiors of
barns to use..



A place waiting for new
stories to begin.



Maybe words can be bigger and different font - more in
the center of the screen?



Video is good - Word placement and font is hard to read

2. Where Passion Meets Purpose Reel:

I don't like the sound between the transitions. Use smoother transitions, like fading ...not slide or spinning ones.

Different music - I feel like it builds up right at the end and then stops. More passionate music.

LOVE LOVE LOVE the beginning video sequence with the rider and grey horse - words are great!



Needs a better video.

Either people further out . Or showing someone else something on a phone.
Maybe stack words and make them bigger - see how it fits with a different video



Needs a better video. The horse in the foreground loses the feel



WHERE
PASSION
MEETS
PURPOSE

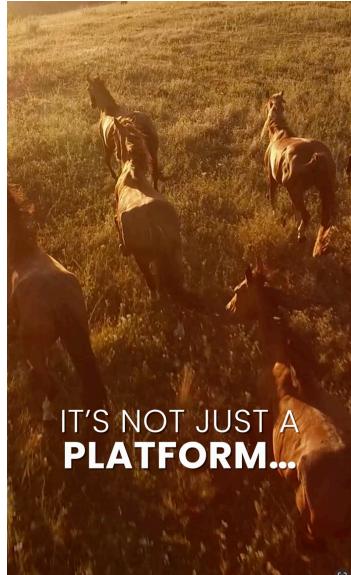


Needs a better video. Way to AI generated



3. Where the horse world comes together reel:

I like the music and transitions.

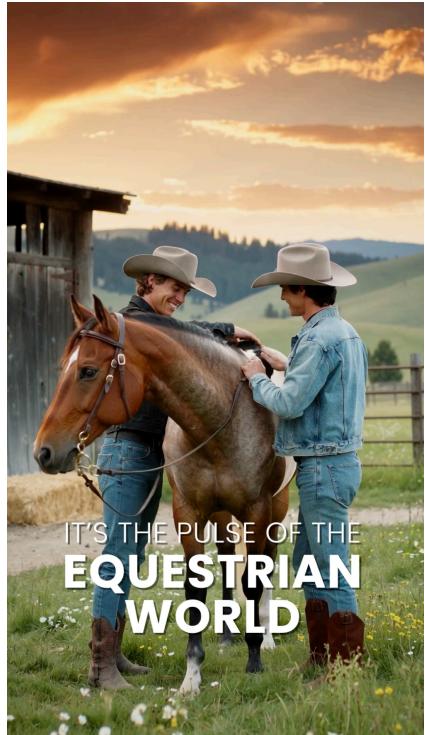


I don't mind the video - but maybe something a tad different.
I really like this one when the horses are running.

[https://www.istockphoto.com/
video/two-beautiful-dark-
brown-horses-running-fast-
on-vast-meadow-field-
gm612905980-106261057](https://www.istockphoto.com/video/two-beautiful-dark-brown-horses-running-fast-on-vast-meadow-field-gm612905980-106261057)



I like the words and the font



I don't like the video - I like the words and the font

