

**Rylee Efaw**

### **30 Second Television Commercial**

**Brand: Away Travel Suitcases**

**Target:** Millennials and younger, frequent travelers who highly value high-quality products and style. They are likely between the ages of 25 and 50 and are willing to spend more money on a high-quality item that can make them look chic yet is of very high quality.

**Tagline:** Away – the suitcase that won't do you wrong

#### **FRAME 1:**

FS: MIDDLE-AGED MAN CARRYING HIS AWAY SUITCASE IN A HOUSE WITH A SMILE

V.O. (MALE VOICE): BAD THINGS HAPPEN TO SUITCASES ALL THE TIME, RIGHT?

CUT

#### **FRAME 2:**

FS: YOUNGER VERSION OF THE MAN WITH A WOMAN FIGHTING WHO IS PACKING UP HIS AWAY SUITCASE AND THROWING IT OUT THE WINDOW. WE SEE THE SUITCASE BEING THROWN INTO WATER (LAKE OR RIVER)

SFX: WOMAN AND MAN YELLING WHILE SUITCASE IS BEING THROWN IN THE AIR.

CUT

#### **FRAME 3:**

MWS: WATER THAT WAS IN THE PREVIOUS SHOT IS NOW A POOL THAT THE SUITCASE SUMMERGED IN.

SFX: SPASH OF WATER

A LITTLE BIT OLDER VERSION OF THE MAN: YELLING WHILE PULLING THE SUITCASE OUT OF THE POOL.

O.C.: "Hey honey, be careful of the wind! I don't want your suitcase to end up in the pool!"

MAN: LOOKS AT HIS WET SUITCASE THAT HE PUSHES TO THE SIDE.

CUT

#### **FRAME 4:**

FS: SUITCASE IS SLIDING INTO SCENE BUT WITH A KID ON TOP OF IT LAUGHING AS IT USES IT AS A SLIDE IN THE SNOW.

SFX: LITTLE KID WHO IS ON THE SUITCASE LAUGHING.

MAN: SCREAMING WHILE RUNNING AFTER THE KID TO GIVE HIS SUITCASE BACK.

MAN: "Aaron! My suitcase is not a sled!"

KID (AARON): LAUGHING AS THE CAMERA ZOOMS IN ON THE SUITCASE WHEEL

CUT

#### **FRAME 5:**

CU: THE WHEEL OF THE SUITCASE IS SEEN TURNING INTO THE WHEEL OF A CAR AS WE SEE THE CAMERA SLOWLY ZOOM OUT TO REVEAL A VAN WITH THE AWAY SUITCASE STRAPPED ON TOP.

SFX: CAR DRIVING DOWN ROAD AND BIRDS FLYING NEARBY.

FS: BIRDS FLY INTO SUITCASE AND FEATHERS FLY EVERYWHERE AND CAMERA ZOOMS IN ON FEATHER

SFX: SQUACKING OF BIRDS

CUT

#### **FRAME 6:**

CU: FEATHER OF BIRD IS SEEN AND AS THE CAMERA CONTINUES TO ZOOM OUT WE SEE A BIRD WALKING WHILE BEHIND IT A DOG IS PEEING ON THE MAN'S AWAY SUITCASE IN THE PARK

MAN: SHOOING DOG OFF AND USES NAPKINS TO TRY TO WIPE OFF HIS SUITCASE WITH A GRIMACE.

SFX: DOG PEEING WHILE MAN IS SHOOING HIM.

CU: ZOOMING IN ON THE NAPKIN TO REVEAL BLACKNESS.

CUT

#### **FRAME 7:**

FS: DARKNESS IS TAKEN AWAY FROM THE CAMERA BY THE MAN LIFTING A BLANKET THAT IS COVERING HIS AWAY SUTCASE IN HIS CLOSET.

MAN: TAKES THE SUITCASE OUT OF THE CLOSET, HUGS HIS FAMILY, AND WALKS OUT THE DOOR WHILE THE CAMERA ZOOMS IN ON THE PERFECTLY CLEAN, YET OLD AWAY SUITCASE THAT THIS MAN HAS HAD FOR ALL OF THE SCENES.

CUT.

**FRAME 8:**

CU: AWAY SUITCASE SHOT WITH THE BRAND NAME AND TAGLINE WITH THE MAN WALKING WITH THE SUITCASE IN THE BACKGROUND

MAN: “Away – the suitcase that won’t do you wrong.”

CUT