

Fly away with Away

Target: Women ages 22 - 32. Fashionable. Love travel. Want to look good while traveling.

Idea 1:

Starts: Julia is running late for her flight for work.

Middle: Suit case breaks while running in airport.

- Julia misses flight

Next: Julia wakes up from dream & orders away.

Voice: Never miss your flight again. Fly away with away.

Last: Julia getting on flight easily & successfully

Idea 2:

Starts: Candace is on her flight trying to get carry on suitcase to fit in over head compartment, but it doesn't fit

Middle: Everyone is looking at her embarrassed & she drops suitcase clothes go every where.

Next: Flight attendant comes up shaking head & scolding her.

Voice: Never be stuck in a embarrassing situation again. Fly away with Away, and leave your anxiety at home.

Last: Candace uses away suitcase & it fits perfectly. She smiles & everyone is happy