**Layla Cline**

**Ad – Fly Away with Away**

**30 Sex**

**Brand: Away Travel Suitcases**

Target: Women ages 22-32 who are beginning their work careers and travel life.

They are women, who enjoy looking fashionable and want to look put together at all times, even in the airport. These women value honest product and they’d rather pay a higher price for something reliable than for something cheap that breaks. Finally, they are educated women gaining a college education and work to support themselves.

Tagline: Never be stuck in an embarrassing situation again. Fly away with Away and leave your anxiety at home.

Frame 1:

MS: CAMERA IS MOVING TO THE BACK OF THE PLANE TO THE FRONT, WHERE WE SPOT CANDACE.

WOMAN: SHE IS MOVING HER OVERSIZED SUITCASE UP INTO THE OVER HEAD COMPARTMENT. TRYING TO JAM IT IN SHE REALIZES IT’S NOT GONNA FIT, AND SHE STARTS SWEATING.

SFX: OTHER PASSENGERS ON THE PLANE ARE STARTING AT HER AND TRYING TO GET HER TO HURRY UP.

CUT

Frame 2:

MS: CAMERA MOVES TO A PASSENGER SITTING ON THE ROW NEXT TO CANDACE WHERE SHE IS TRYING TO GET HER BAG INTO.

MAN: \*ANGERLY\*Come on! You need to hurry up! I am not trying to sit here all day while you can get your bag in.

WOMAN: I’m sorry, just give me one more second and I’ll get it in. NERVOUS CANDACE SHOVES HER BAG IN ONE MORE TIME AND IT FALLS AND RIPS OPEN.

SFX: FLIGHT ATTENDENT COMES FROM THE BACK OF THE PLANE.

**-MORE-**

CUT

Frame 3:

MS: CAMERA COMES OVER TO VIEW THE FLIGHT ATTENDENTS AND CANDACE’S CONVERSATION IN THE ILSE WHERE HER STUFF HAS NOW FALLEN.

FLIGHT ATTENDENT: BENDS OVER TO HELP CANDANCE PICK UP THINGS. You know with Away Travel suitcases you’d never be in this bind again. There carry-on bags are made to fit in all of the smallest overhead compartments and never break when you are in a hurry.

WOMAN: Really? Looks like I’m going to need a new suitcase now.

SFX: MOVE TO CANDANCE GETTING ON HER PHONE AND ORDERING AN AWAY SUITCASE AND PLANE TAKING OFF MOMENTS FROM THAT WITH CLOTHES SITTING ON TOP ON CANDACE.

CUT

Frame 4:

MS: MOVE TO CANDACE BEING AT HOME AND HER NEW SUITCASE ARRIVES AT THE FRONT DOOR. MOVING TO INSIDE THE HOUSE AS SHE OPENS IT.

WOMAN: \*DOOR BELL RINGS\* CANDACE OPENS HER NEW SUITCASE AND GIVES A SIGH OF REFLIEF. Let’s hope this one works this time.

SFX: CANDACE PACKS HER CLOTHES INTO HER NEW SUITCASE AND HEADS FOR THE AIRPORT.

CUT

Frame 5:

MS: SHOOT CANDACE AT THE BACK ON THE PLANE AGAIN AS SHE TRIES TO PUT HER SUITCASE INTO THE OVERHEAD COMPARTMENT.

WOMAN: HER NERVES ARE ALL OVER HER FACE AND SHE BEGINS TO SWEAT A LOOK AROUND. Here goes nothing. CANDACE LIFTS SUITCASE INTO OVERHEAD COMPARTMENT AND IT FITS PERFECTLY.

**-MORE-**

SFX: FLIGHT ATTENDENT MOVES INTO FRAME FROM THE BACK OF THE PLANE.

CUT

Frame 6:

MS: CAPTURES CANDANCE AND THE FLIGHT ATTENDENTS INTERACTION.

FLIGHT ATTENDENT: What did I tell you? Never be stuck in an embarrassing situation again. Fly away with Away and leave your anxiety at home.

CROWD: \*THE PASSENGERS ON THE PLANE BEGIN TO CHEER\*

WOMAN: I’ll never get on a plane again without my Away suitcase.

SFX: CAMERA BEGINS TO FADE ON CANDACE’S SMILING FACE AS THE PLANE TAKES OFF AN FLIES AWAY.

CUT

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