

Holiday Inn Express
Simply Travel Campaign
30-sec TV
“Our Family Vacation”

PRODUCTION NOTES: NARRATORS SWITCH BETWEEN YOUNG GIRL, YOUNG BOY, MOTHER AND FATHER. VIDEO IS OF SNAPSHOTS ARRANGED IN THE STYLE OF A SCRAPBOOK. BACKGROUND NOISES BLEND WITH EACH OTHER THROUGHOUT.

VIDEO

1. OPEN TO STILL SHOT ON SCRAPBOOK COVER OF FAMILY IN FRONT OF MINIVAN. (:02)
2. ACTION SHOT OF VAN DRIVING DOWN AN INTERSTATE. SEE VAN PASS EVERGLADES SIGN. (:03)
3. PARENTS PAYING FOR GIANT STUFFED ALLIGATOR WITH BOY LOOKING PLEASED NEXT TO THEM. (:01)
4. ACTION OF VAN DRIVING PAST A DISNEY WORLD SIGN. (:02)
5. SNAPSHOT OF DAUGHTER DRAGGING LIFESIZE CINDERELLA DOLL WITH PARENTS EXCHANGING SHEEPISH GRINS. (:01)

AUDIO

- MUSIC:** (UNDER) CAMPY MUSIC (POSSIBLY FAMILY SINGING)
ALL: (VO) Our family vacation! (CHILD LAUGHTER)
- YOUNG BOY:** (VO) Last year we took a road trip to Florida. I REALLY wanted to see alligators!
- SFX:** (CAMERA CLICK)
- YOUNG GIRL:** (VO) But I wanted to meet Cinderella...

SFX: (CAMERA CLICK)

VIDEO

6. CUT TO ACTION OF FAMILY SITTING DOWN IN RESTAURANT. CHILDREN ARE CLEARLY HAPPY BECAUSE RESTAURANT IS CHILD THEMED. (:04)

7. SNAPSHOT OF KIDS AROUND DAD, LOTS OF CHAOS IN BACKGROUND, HANDING HIM PRIZES WON IN GAMES. DAD LOOKS SHEEPISH. (:01)

8. FLASH MANY PICTURES (ONE ON TOP OF THE OTHER) EACH WITH SOME SORT OF UNCONVENTIONAL PIT STOP. (:04)

9. ACTION SHOT OF VAN DRIVING INTO HOLIDAY INN EXPRESS PARKING LOT. SIGN VISIBLE. (:04)

AUDIO

SFX: (RESTAURANT NOISES)
(UNDER)

DAD: (VO) All I was looking for was a nice restaurant.

MOM: (VO) I'm not sure everyone had the same idea of "nice."

SFX: (CHILDREN GIGGLE)
(CAMERA CLICK)

SFX: (UNDER) (MULTIPLE
CAMERA CLICKS)

DAD: (VO) These vacations can be pretty expensive. Especially with all the "I have to haves" and the "I needs."

MOM: (VO) Holiday Inn Express saves us money by giving us all that we want and nothing we don't, so we can make the most of our vacation.

VIDEO

10. FLASH SNAPSHOTS OF SCENES
WITHIN HOLIDAY INN EXPRESS.
(:04)

11. (SCRAPBOOK CLOSES AND
BACK HAS HOLIDAY INN EXPRESS
LOGO WITH TAGLINE: SIMPLY
TRAVEL)
SUPER: Book online at
www.hiexpress.com or call 1 800 315
2621. (:04)

AUDIO

SFX: (UNDER) (MULTIPLE
CAMERA CLICKS)

MOM: (VO) The kids love the hot
breakfast bar. And of course dad likes
the free Internet. Holiday Inn Express
has something for all of us. And because
Holiday Inn's rates are affordable, we
don't have to break the bank to get it.

MUSIC: (UNDER) CAMPY MUSIC

ANNCR: (VO) (READS SUPER) Book
online at www.hiexpress.com or call 1
800 315 2621.