



A Treatment by

DIRECTOR

PROD COMP

EK 77323423423

DUBAI

EK720

10AUG

Gate	Boarding at	Gate closes at	Seat	Seating Zone
7	1535	1615	46A	C



10AUG

SYD - DXB

	Seat	Seating Zone
1635	46A	C





ARE WE THERE YET?

This campaign introduces a down-to-earth Aussie couple tackling one of the great modern relationship tests...

THE LONG-HAUL FLIGHT.

For him, it's a physical and mental battle with cabin fever.

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Casting as always will be our heart and soul. There's two possible approaches I'd like to explore.

1. Recognisable comedic talent, such as Colin From Accounts stars Patrick Brammall and Harriet Dyer, whose on-screen chemistry and comic instincts are the perfect fit for this story.
2. Fresh but relatable comedic actors, who embody the relatability of this long haul challenge with natural performances full of charm and humour.

Either way, the result will be a funny, feel-good story with a clear message - take the option of an Emirates Stopover.

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All it takes is one simple click.



30S
SCRIPT





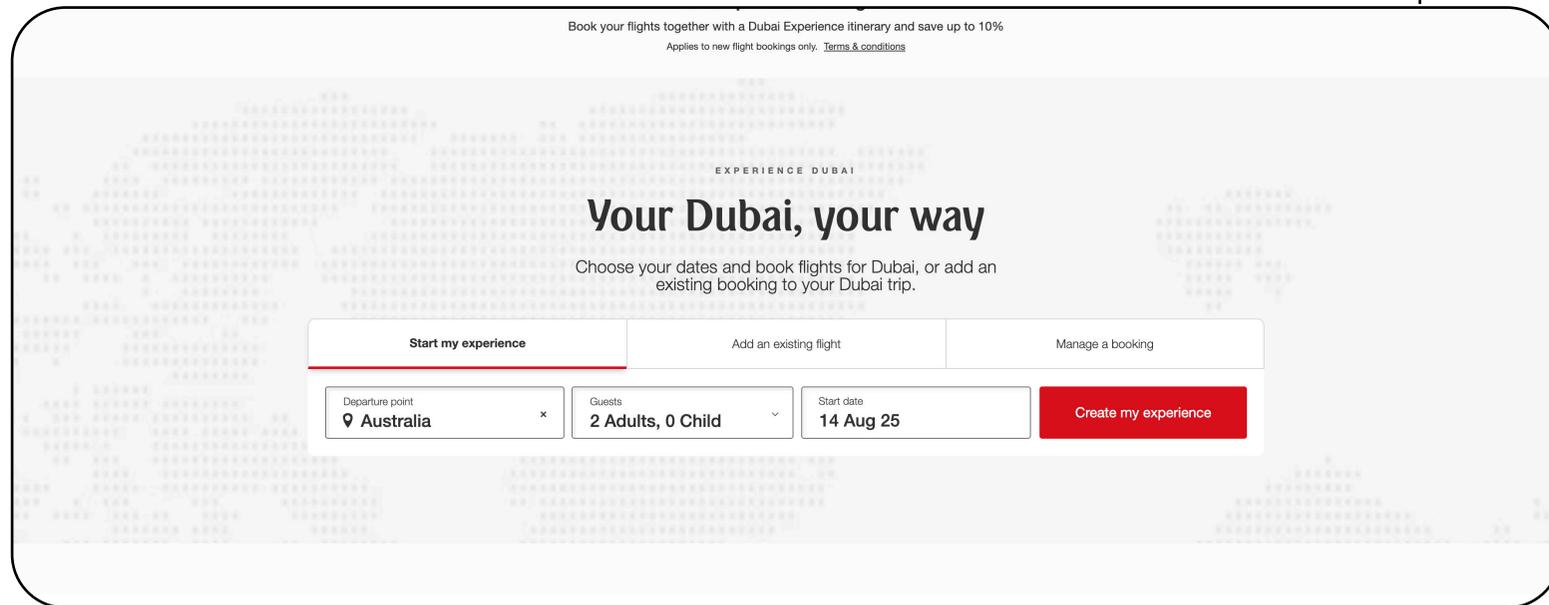
INT. LIVING ROOM – DAY

In the foreground, Scott sits at the dining table, laptop open. He's using voice search.

Scott: Best travel tips for a long flight.

Jodi appears behind him, arms full of holiday outfits, glancing at the screen...

CUT TO:





EMIRATES ECONOMY CABIN



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GOOGLE VO: Take something to help you sleep.

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Scott (bleary): Are we there yet?

Jodi gives him a look that says, not even close.



LATER

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQ

He crunches down hard on a Cheeto, crumbs showering onto his shirt.

GOOGLE VO: Take plenty of snacks.

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HOURS LATER

GOOGLE VO: Take a neck pillow with you.

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NIGHT



SCOTT'S TRAY TABLE IS COVERED WITH EMPTY WATER BOTTLES, A JUICE BOX, AND AN EMPTY TEA CUP.

GOOGLE VO: Drink plenty of fluids.

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- 9 -

TONY: Sorry love. Caught short.

Cut to:

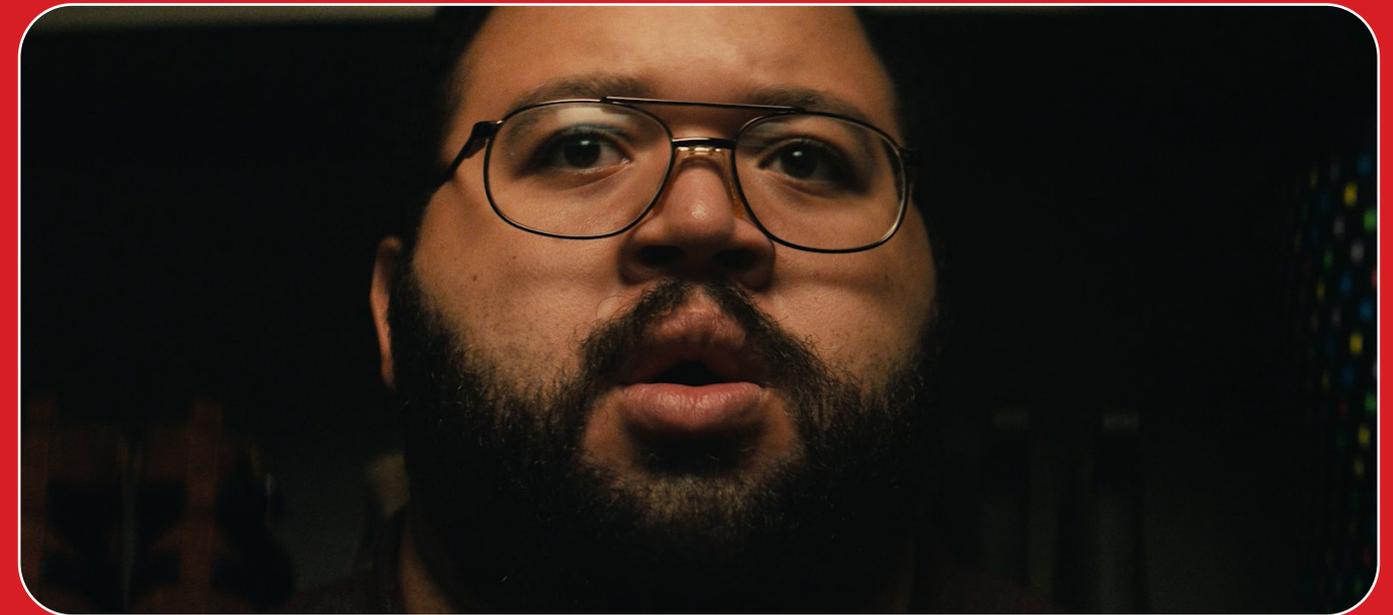




Scott waits in the queue, bouncing on his toes, increasingly desperate.

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CUT TO:





BACK TO SCOTT AND JODI IN THEIR LIVING ROOM AS GOOGLE TELLS THEM TO.

Google VO: Take a break in Dubai

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✈ **The Burj Khalifa tower soars skyward, brilliantly illuminated against a spectacular sunset sky.**

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Jodi: How's this for a travel tip ? Have a break along the way. When you fly Emirates, you can split up your journey in Dubai.

Look for stopover when you book your flights on Emirates.com

Emirates



ALTS



#

Google VO: Make sure you stretch regularly

We see Scott bending over and touching his toes in front of the toilets right as the old lady comes out.

Or....

Google VO: Make sure you stretch regularly

We see Scott bending over and touching his toes - we hear a crack - cut into a close up of his face as his eyes bulge slightly.

#

Google VO: Pack a "survival kit" for your carry-on

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Google VO: Wear compression socks...

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#

Google VO: Stay as active as possible...

We're looking at Jodi as she watches a film - then we see Scott jog by in the background...

#

Alt of the scripted version..

GOOGLE VO: Take plenty of snacks.

It's dinner service and Scott reaches over and takes Jodi's bread roll....Jodi looks at him in disbelief.

#

GOOGLE VO: Keep entertained.

Scott is playing a video game on the Emirates system. He has his headphones on and is yelling very excitedly as he plays, attracting the interests of the other passengers.

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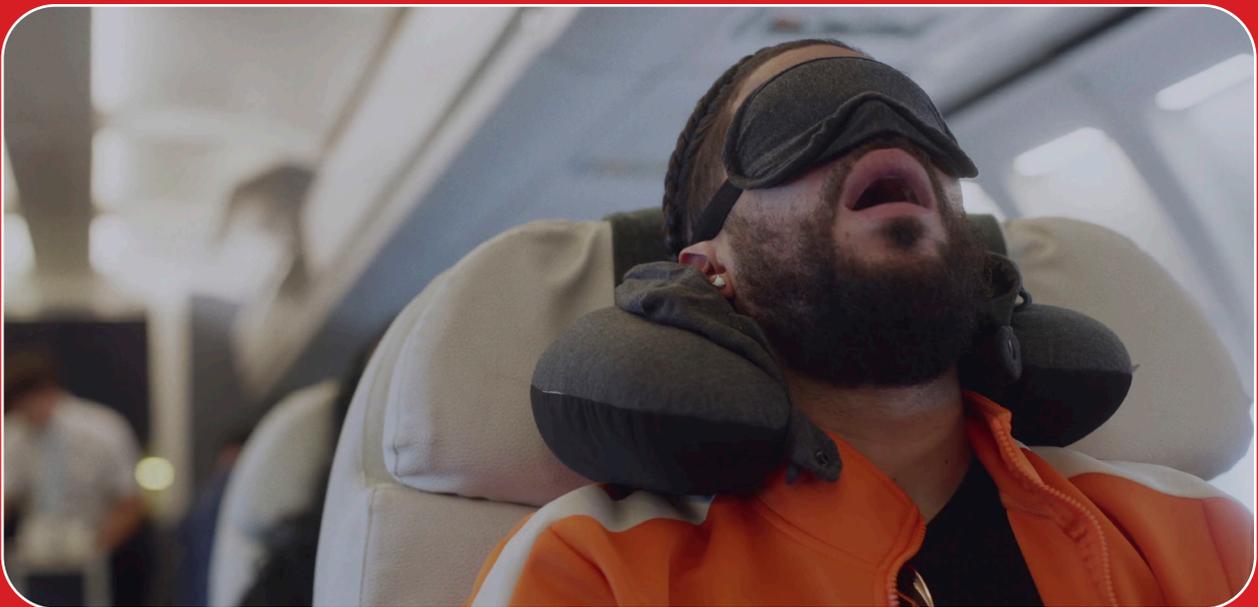
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#





AND IF WE HAVE TIME...



INT. LIVING ROOM - DAY

In the foreground, Scott sits at the dining table, laptop open. He's using voice search.

Scott: Best travel tips for a long flight.

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EMIRATES ECONOMY CABIN

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GOOGLE VO: Take something to help you sleep.

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He jolts awake, groggy.

Scott (bleary): Are we there yet?

Jodi gives him a look that says, not even close.

LATER

Scott rummages loudly through a crinkly plastic bag full of his favourite Aussie snacks, Twisties, Cheetos, Burger Rings.

He crunches down hard on a Cheeto, crumbs showering onto his shirt.

GOOGLE VO: Take plenty of snacks.

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HOURS LATER

Scott inflates a giant, fluffy neck pillow. PUFF PUFF.

GOOGLE VO: Take a neck pillow with you.

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NIGHT

Scott's tray table is covered with empty water bottles, a juice box, and an empty tea cup.

GOOGLE VO: Drink plenty of fluids.

We tilt up to see Scott's face crinkle with concern. Bladder alert.

He climbs awkwardly over Jodi, wakes the elderly lady with an apologetic smile.

TONY: Sorry love. Caught short.

We see a Red OCCUPIED sign flash.

The door opens. A LARGE MAN exits, makes eye contact with Scott, a slight shrug as a silent apology.

Scott inhales. Regrets it. Then steps in.

HOURS LATER

The cabin is dark. Everyone sleeps.

Except Scott. His face lit up by the glow from the screen. He stares at the in-flight map - a tiny plane crawls across Asia.

He sighs. When will they get there?

CUT TO:

Back to Scott and Jodi in their living room as Google tells them to.

Google VO: Take a break in Dubai

They both look at each other then turn back to the screen. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliq.

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We cut to the reverse to reveal Scott and Jodi smartly dressed for an evening out as they stare up at this extraordinary siLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Jodi: How's this for a travel tip ? Have a break along the way. When you fly Emirates, you can split up your journey in Dubai.

Look for stopover when you book your flights on emirates.com



THE CHARACTERS

DIRECTOR

PROD COMPAN



SCOTT

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JODI

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OLD LADY

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THE YOUNG GIRL

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CASTING AND PERFORMANCE

DIRECTOR

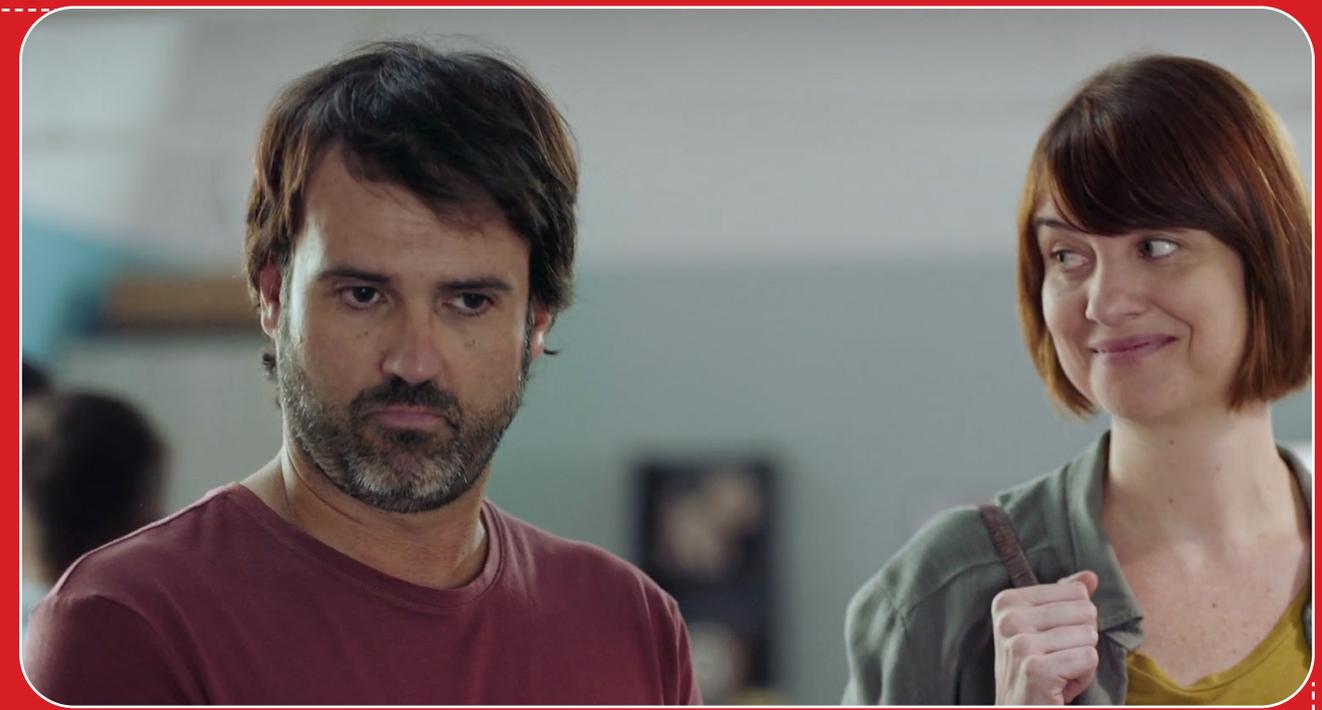
PROD COMPAN



✈️ **Travel tests relationships. Especially 24 hours in economy.**

And that's why the Dubai stopover is such a win.

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WRAP

SO I HOPE YOU LIKE WHERE THIS HAD LANDED. I reckon we can make a Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

