







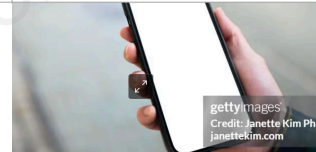
“Easy Mobile Check-in” / XXX RENTAL CARS



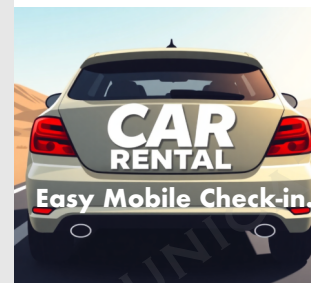
PHRYCTORIA COMMUNICATIONS

FILM CONCEPT: “Easy Mobile Check-in” / XXX RENTAL CARS

- Client: M4H
- Text: Phryctoria Communications
- Length: 30 sec
- Target: Older Couples
- Style: Playful, mysterious
- V/O: Youthful, helpful

Row	Time Range	Audio	Visual	Image	Duration
1.1	00:00 - 00:03	<p>Wife: Do you have the flight confirmation? We can't forget that!</p> <p>Husband: I swear I put it right here...</p> <p>Wife: I've got it.</p>	<p>Early morning, in the bedroom of a cozy home.</p> <p>An older couple is packing for a trip. They look a little flustered.</p>	 A photograph showing an older man and woman in a bedroom. The man is sitting on the bed, looking at a smartphone, while the woman stands behind him, also looking at the phone. They appear to be packing or checking something. The room is cozy with a window in the background.	00:03
1.2	00:03 - 00:05	<p>Voiceover: <i>Travelling can be stressful, especially when it feels like you're forgetting something important.</i></p>	<p>She finds the printed out confirmation and shows it to him.</p> <p>They sigh flustered.</p>	 A photograph of an older woman with short, curly hair, wearing glasses and a purple top. She is holding a white piece of paper, which is the printed confirmation, and looking at it. The background is a simple indoor setting.	00:02
TRANSITION: Soft Wipe					

Row	Time Range	Audio	Visual	Image	Duration
2.1	00:05 - 00:09	Husband: Do you have the hotel reservation? Wife: I swear I put it right here... Husband: I’ve got it.	Sitting in the airplane, the couple searches through computer print-outs.		00:04
2.2	00:09 - 00:11	Voiceover: <i>At XXX, we work to make your travel a little easier.</i>	He finds the printed out hotel reservations		00:02
TRANSITION: Soft Wipe					
3.1	00:11 - 00:14	Wife: Do you have the car reservation? Husband: I swear I had it right here. Agent: I’ve got it.	The couple is in line at the rental office, searching through papers. An XXX agent greets them with a warm smile.		00:04
3.2	00:14 - 00:16	Agent: With our easy mobile check-in, you don’t need any paperwork.	The agent walks the couple past the inventory to their car.		00:02
3.3	00:16- 00:18	Agent: Everything’s ready for you.	The agent shows them how to use the app on his phone.		00:02

Row	Time Range	Audio	Visual	Image	Duration
3.4	00:18-00:20		Wife and Husband, relieved, exchange a glance and smile.		00:02
TRANSITION: Soft Wipe					
4.1	00:20 - 00:23	Voiceover: <i>Just book, drive, and go. No paperwork, no stress— just the open road ahead.</i>	The couple drives off, smiling and relaxed, ready for their trip.		00:03
TRANSITION: Soft Wipe					
5.1	00:23 - 00:26	Voiceover: <i>Easy Mobile Check-in.</i> <i>XXX – Where your journey is worry-free.</i>	Logo blend in Text on screen: Easy Mobile Check-in. XXX-Where your journey is worry-free.		00:03