

ALMOST PARADISE

30 second TV spot  
Red Tag Vacations

(CHECKOUT CAMPAIGN - Winter 2015/2016)

Written by  
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SPEC SCRIPT  
August 29th, 2015

INT. KIDS PLAY DEN - EVENING

DAD (41) pops his head into the room.

DAD  
Guys, dinner's--

--A toy plane is launched right into his face. His kids (BOY, 6 and GIRL, 4) have torn the room to shreds. Toys everywhere, couch cushions upturned, fruit gook on the walls, etc.

BOY  
Play with us.

DAD  
No, your food is getting cold.

We CLOSE IN on the Girl. She's suddenly basked in red light and her eyes glow green...

GIRL  
(In a demonic voice)  
WE PLAY NOW!

CUT TO:

He lies on the carpet with a teddy bear under his head.

BOY  
OK you're an island and we're  
flying in for a bidness trip.

He closes his eyes and breathes in deeply. We CUT BACK AND FORTH between this raucous reality and a...

EXT. TROPICAL ISLAND - DAY

QUICK FLASH: We see a tropical island isolated in the Caribbean Sea and ZOOM IN over clear turquoise waters toward the land mass.

EXT. BEACH FRONT SPA - CONTINUOUS

QUICK FLASH: He's being given treatment under a white open-front tent and reacts as warm, smooth rocks are gently placed on his back.

CUT TO:

INT. KIDS PLAY ROOM - CONTINUOUS

The boy is crashing toy cars into his back. Dad, still in DREAM LAND, eyes closed - exhales with calm.

DAD

I wish I could have this every day.

CUT TO:

EXT. BEACH FRONT SPA - CONTINUOUS

QUICK FLASH: His shoulders are being gently massaged.

CUT TO:

INT. KIDS PLAY ROOM - CONTINUOUS

His daughter lands punches to his shoulders and head. Dad, eyes still closed - smiles.

The door opens and his wife looks around at the scene in utter confusion. Her husband is covered in toys, a dirty towel over his face and their kids are kicking and punching him.

He doesn't seem to care in the slightest.

CAPTION: Checked Out?

NARRATOR (V.O.)

Are YOU checked Out?

EXT. TROPICAL ISLAND - BEACH (NEW REALITY)

Dad and the kids are running around on the beach.

NARRATOR (V.O.)

Now is the time to check out Redtag.ca and book your winter vacation. Why wait? Book Now to get the resort you want, at the price you want. Check out Redtag.ca for details.

Close in the little Girl, her green eyes illuminate.

GIRL

(demonic voice)

WE SWIM NOW!