

03.



CONCEPT

CAMPAIGN SPACER

TARGETING

Affluent, adventurous, daring, eccentric, tech-enthusiasts

INSIGHT

Adventurous and affluent people who have tried many challenges in life but not yet the ultimate; the one which can sure break their boring routine

OBJECTIVES

Challenge people to dare the great journey, a life-changing experience

KEY MESSAGE

Dare to try a life-changing experience out of the ordinary, far away from home's protective environment

The concept is based on a **primary human truth about being free**. It is articulated through four basic pillars that compose the essence of space traveling.

Those are: **freedom, dream, escape** and **discovery**. Whether is the mind, the soul or the body it is essential to have the ability to break the shell and go out; is it the mother's belly? Is it home while we are growing? Is it office life? Is it even Earth atmosphere? We constantly try to **escape from whatever tries to limit our lives**. In other words it takes courage to do so; but it is worth it.

The **shell** symbolizes on one hand Earth's atmosphere and on the other hand the protective yet constraining environment of everyday routine which space traveling **promises to break**. Its emptiness confirms the **brave and enthusiastic** decision to answer positively to this challenge.



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STEP OUT

& ESCAPE to SPACE!

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FLY AWAY

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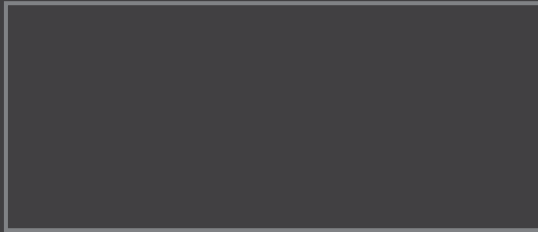
BREAK THROUGH

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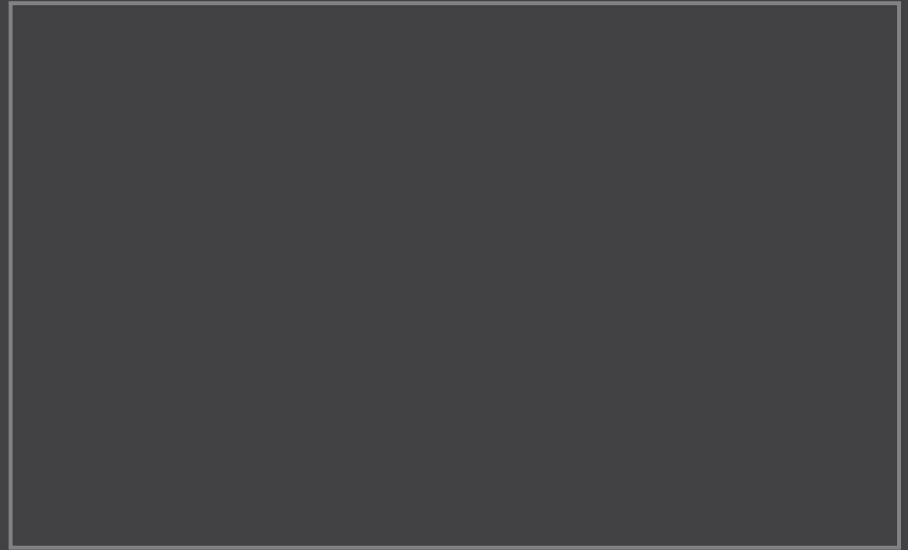
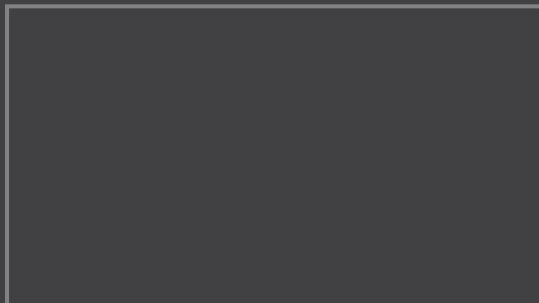
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Client: SPACER
Product: SPACE TRAVEL
Subject: ESCAPE TO SPACE

Date: 29/10/2021
Duration: 1 min

VIDEO

AUDIO

INT. OFFICE

MEDIUM CLOSE UP: Busy 45 y.o. director sitting at his office and browses through excel lists. He seems very concentrated on the task which requires extreme focus. Suddenly the computer crashes.

CLOSE UP: He is very upset and seems quite stressed; he hits 'control+alt+del' keys, but the problem persists. He takes off his glasses and rubs his tired eyes. He is so desperate.

CLOSE UP: He goes back to the keyboard and -very determined- hits 'escape+space" keys. A space image appears on his screen and his eyes start to stare at it; he is now relaxed and a slight smile is drawn on his face. He actually now looks enthusiastic.

COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO & URL

NARRATOR:

Anything can go wrong when everything seems right and customary.

Is it time yet to give it a brake? To dream big?

Adventurous music. Break through and escape to space!

Leave Earth for a spacewalk and live a life-changing experience.

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VIDEO

AUDIO

EXT. HIGHWAY

MEDIUM CLOSE UP: Woman drives speedily her sports car through a highway. She seems lost in her thoughts. The highway looks boringly the same, a non-ending straight route

CLOSE UP/WIDE SCREEN: Suddenly the highway cuts along with its surroundings, trees, mountains, even the sky; there is a huge cliff, like if Earth was flat and she had reached its end. She stops the car violently before a dark space scenery.

WIDE SCREEN: The woman smiles and gets out of her car wearing a space suit along with a friend; they walk on a beach in the dusk. The horizon is orange and the sky full of stars.

COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO & URL

NARRATOR:

Is there a new place to discover? A new dimension? A new destination? Is there a limit we can break?

Earth is not flat; all you have to do to reach its limit is... to fly!

Adventurous music. Step out and escape to space!

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VIDEO

AUDIO

EXT. ORCHARDS

MEDIUM CLOSE UP: Bright day, orchards. A man sitting on the ground wearing sky diving gear.

MEDIUM CLOSE UP: Suddenly the scene plays reversed; he takes off, the parachute inflates, and he rapidly goes up to the sky. He seems excited! He looks up into the sky which is full of stars.

COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO & URL

NARRATOR:

There are times you think nothing excites you anymore.

If you want to fly, you 'd better go high!
Adventurous music. Break through and escape to space!

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Product: SPACE TRAVEL
Subject: ESCAPE TO SPACE

Date: 29/10/2021
Duration: 40sec

INSTRUCTIONS

AUDIO

SFX: Office environment.

NARRATOR

Another day hard working at the office. And suddenly a computer crash!

Anything can go wrong when everything seems right and customary, so hit esc+space!

Is it time yet to give it a brake? To dream big?

ADVENTUROUS MUSIC

Break through and escape to... space!

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INSTRUCTIONS

AUDIO

SFX: Car engine speeding up

NARRATOR

Driving fast at the highway, aren't you? Is there a new place to discover? A new dimension? A new destination? Is there a limit you can break?

Well, don't break the speed limit. If you want to escape, all you must do is... fly!

Step out and escape to space!

ADVENTUROUS MUSIC

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INSTRUCTIONS

AUDIO

SFX: Wind blowing and loud thumps – steps on grass

NARRATOR

Sitting on the ground after a skydiving session? There are times you think nothing excites you anymore.

If you want to fly, you 'd better go high!

Fly away and escape to space!

ADVENTUROUS MUSIC

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