



## TUNISIA TOURISM

*// TVC & ONLINE  
PROPOSAL  
1 x 30 Sec TVC  
& Online Campaign*

TCP  
TUNISIA CULTURAL PROMOTION

 **go there**

## // *THE CAMPAIGN*

CNN International's creative agency, Turner Commercial Productions (TCP) has devised a TVC and online campaign that projects a welcoming and positive message to reassure, change perceptions and amplify Tunisia's offering to the global tourism market.

It's a campaign that speaks directly to the core CNN International Business demographic, but will also resonate with audiences beyond that.

In conjunction with the new tagline, "Find Your All", the campaign aims to show that Tunisia is open for business, offers a warm welcome, and is fully prepared for tourists to come and enjoy all the excitement, beauty and culture it has to offer.





// *CONCEPT 01*  
*BLOGGER EXPERIENCE*



## // *CONCEPT 01* "BLOGGER EXPERIENCE"

This first TVC concept centres on a charismatic and cultured social media personality; a travel blogger. An adventurous traveller seeking new experiences in Tunisia.

We feel a late twenties, female blogger will have the broadest appeal, as well as projecting an image of a safe and progressive culture.

Their background in travel blogging will be key to the success of this campaign. Their writing and travel expertise will not only form the basis of the filmed and online article content, but lend weight and authenticity to what we see of their experience.

The TVC will follow the blogger's visit to Tunisia. She arrives with a lazy perception of Tunisia. She discovers the many different experiences that Tunisia really has to offer and finds something new about herself in each one; truly finding her all.

## // *CONCEPT 01*

### *THE EXECUTION*

Turner Commercial Productions will send a team to Tunisia for 3 days of filming to provide content for the TV and Online campaign.

Documentary in style, but with a pre-determined narrative and carefully planned visual treatment, the TVC will follow the blogger's journey as she experiences various activities and attractions.

Through her engaging and honest delivery she will give a more authentic impression of her encounters than actors, or simple voiceover would manage, and create a stronger connection with the audience.

Post-Production, Editing and Color Grading will take place in London.



# // CONCEPT 01 SCRIPT

*In a stylish hotel room a young woman plants down her bag, camera and laptop. Stepping onto the balcony, she looks out over the beautiful cityscape at dusk.*

**Blogger**

Tunisia; sci fi classics and beaches, beaches, beaches.

*She looks to camera; cuts a playful smile.*

**Blogger**

I wonder what else I'll find?

**Cut to:**

*She wanders through the tranquil light and shadow of ancient buildings. She whispers in awe.*

**Blogger (to camera)**

I'm a Historian.

**Cut to:**

*With an excited grin, she hands money to a trader in the souks.*

**Blogger (to camera)**

I'm a haggler.

**Cut to:**

*A beautiful, unusual restaurant. Exquisite cuisine in series of quick still life shots.*

*Our blogger photographs the meal before her. Laptop open next to her at the table. She looks up.*

**Blogger (to camera)**

I'm a foodie.

*She carries on snapping.*

**Cut to:**

*The desert. A revving 4x4 tops a dune. Inside, she's being happily thrown around. She shouts above the noise.*

**Blogger (to camera)**

I'm an adventurer!

**Cut to:**

*She watches, wide-eyed, as a powered-paraglider lands nearby.*

*The instructor, all smiles, offers her a go.*

**Blogger**

I can't do *that*.

*Instructor mimics pleading.*

*She looks to camera... (Can I?)*

**Cut to:**

*She rises up over the desert on the powered-paraglider. The logo appears in the clear blue sky.*

**VO**

Tunisia

**VO**

Find your all

# // CONCEPT 01 STORYBOARD



A stylish hotel room.

A young woman.

She looks out over dusk cityscape.

**BLOGGER:** "Tunisia. So fi classes ... and beaches..."



**BLOGGER:** "...beaches, beaches."

I wonder what else I'll find?"

She wanders through ancient buildings.



**BLOGGER:** "I'm a Historian."

In the souks...

She hands money to a trader.

**BLOGGER:** "I'm a haggler."

A beautiful restaurant.



Our blogger sits back satisfied.

**BLOGGER:** "I'm a foodie!"

The desert. A revving 4x4 tops a dune.

**BLOGGER:** "I'm an adventurer!"



She watches a powered paraglider land nearby.

**BLOGGER:** "I can't do that"

A local, all smiles, offers her a go.

VO: Tunisia

VO: Find your all



// CONCEPT 02  
PREPARE

## // *CONCEPT 02* *"PREPARE"*

This second concept has no testimonial aspect, but relies instead on visual and narrative to present the myriad highlights Tunisia has to offer.

Despite the lack of human presence, the playful, teasing storyline will remain in the mind of the viewer and create a strong connection of its own.

The TVC opens with abstract shots of preparation in all manner of tourist activities; from watering gardens, to grooming horses, to checking parachutes, and fueling 4x4's.

When all is ready the sun rises and the day begins. The activities kick off and we see spinning wheels, splashing water, spraying sand and fast hands cooking.

The key element, besides the visual, will be the sound effects. They will provide the human element, with breaths and laughs, whoops and sighs, as well as the sounds of all the activities, both in preparation and execution.





## // *CONCEPT 02* *THE EXECUTION*

Turner Commercial Productions will send a team to Tunisia for 3 days of filming to provide content for the TV and Online campaign.

It will be very much a technical shoot. Great care will be taken to plan the shots we need in order to get the most beautifully executed footage we can.

The absence of actors and interviewees will allow for greater control and speed. This means the shoot can be better executed in preparation for the edit, where it will all come together.

Post-Production, Editing and Color Grading will take place in London.

# // CONCEPT 02

## SCRIPT

*A giant desert dune silhouetted against the imminent sunrise.*

*In the half light we're taken to many locations and see many quick cuts of preparation; food in kitchens, fuelling jeeps in the desert, checking parachutes, pulling straps, dusting artifacts, grooming horses, sweeping ruins, washing streets, snipping golf courses and raking sand.*

*Strong SFX add personality and energy to the activities. The pace of the edit builds until everything is done.*

*Then all falls quiet; all is still.*

*Back to the dune, resting in silence.*

**VO**

We're ready.

*Light peeks over horizon,*

**VO**

Are you?

*The sun floods into the valley. The activities begin.*

*Sun pours into our various locations*

*The activities that were prepared are now in full swing. Chattering, laughing, music and other SFX add life and joy.*

*Back to the giant desert dune. A paraglider sweeps past in the clear blue sky.*

**VO**

Tunisia

*The logo comes up.*

**VO**

Find your all.

# // CONCEPT 02 STORYBOARD



A dune in the desert.



Preparations begin.



Silence. All is still.



The sun peaks over.



The sun pours in.



The real fun begins.



VO: Tunisia



VO: Find your all

