

Transcript

Monograms - A better way to travel

00:00:00 - 00:00:07

[Video: A POV shot shows the view of someone looking out an airplane window, we then see the airplane's wheels.]

00:00:07 - 00:00:13

[Video: A busy airport is shown. The video then stops and splits in two showing the same image, but one in black and white and the other in colour.]

Voiceover >> When you travel to a dream destination, you have a choice, a very important choice.

00:00:13 - 00:00:21

[Animation: The bar splitting the two image moves to the right, so the black and white video is the full screen.]

[Video: A man and a woman have their luggage and are trying to figure out which way to go. They are shown going up an escalator.]

Voiceover >> You can choose to go at it on your own.

Black and White Video Woman >> This way?

Black and White Video Man >> This way. Wanna try back that way?

Black and White Video Woman >> Yeah. Should have taken the elevator.

00:00:21 - 00:00:42

[Animation: The bar that was splitting the screens moves from the right to the left to show the colour video.]

[Video: The man and woman are greeted by a Monogram employee. He takes them to their car and loads their luggage.]

Voiceover >> Or you can choose to go with Monograms.

Colour Video Man >> Hi.

Colour Video Woman >> That was easy.

Voiceover >> Which means you will never be alone.

Colour Video Employee >> Hey, Mike?

Colour Video Man/Mike >> Yeah.

Colour Video Employee/Carlo >> Hi, I'm Carlo, very nice to meet you.

Colour Video Woman >> Hi!

Colour Video Carlo >> Hola. How do ya do?

Colour Video Woman >> Nice to meet you.

Colour Video Carlo >> Welcome to Rome, guys. Our car is right here.

Colour Video Woman >> How far to the hotel, Carlo?

Colour Video Carlo >> Oh, it's gonna be 20 minutes, no more than that.

Colour Video Woman >> Oh yeah!

00:00:42 - 00:00:50

[Animation: *The bar that was splitting the screens moves from the right to the left to show the black and white video.*]

[Video: *The couple are shown trying to refuse a local taxi driver*]

Black and White Video Local Taxi Driver >> Amigo, amigo.

Black and White Video Woman >> No, no, no, taxi.

Black and White Video Local Taxi Driver >> Me a taxi.

Black and White Video Mike >> Give me my bags, sir.

Black and White Video Mike >> Sir, no thank you. No, thank you, we're gonna go to the front, please.

00:00:52 - 00:00:59

[Animation: *The bar that was splitting the screens moves from the right to the left to show the colour video.*]

[Video: *We see the outside of the car that the couple are driving in. We then see Carlo directing them as they smile from the back seat. We then see the Colosseum pass by*]

Colour Video Carlo >> So, we are about to drive by the Colosseum. And your hotel is

just up here.

Voiceover >> Because with Monograms, you'll be given something that is truly invaluable.

00:00:59 - 00:01:03

[Animation: *The bar that was splitting the screens moves from the right to the left to show the black and white video.*]

[Video: *The couple are shown in a park and Mike is trying to talk to someone on a phone when they are hit with a ball that a child is playing with.*]

Black and White Video Mike >> Yes, we are - Oh, stop.

00:01:03 - 00:01:06

[Animation: *The bar that splits the screen is shown again with the black and white video on the left and the colour on the right.*]

[Video: *In the black and white video the couple looks lost in an alleyway. In the colour video the couple are talking with a host in a nice hotel room. We then see Mike looking out a balcony at a beautiful Rome landscape*]

Voiceover >> Your own local host.

Black and White Woman >> Think we're almost there.

Black and White Mike >> Thank you so much.

Voiceover >> And this changes everything.

00:01:06 - 00:01:13

[Animation: *The bar that was splitting the screens moves from the middle to the left to show the colour video.*]

[Video: *The female companion is seen walking into the hotel room from the balcony in a white hotel bathrobe.*

A fast-forward video shows the sky over the skyline going from day to night.]

00:00:13 - 00:01:22

[Video: *A Roman tourist attraction is shown.*

The black and white video starts again as the couple argues while walking down an empty street.

The black and white video couple walk past the colour video couple having dinner on

the patio of a restaurant.]

Black and White Video Mike >> I feel like we've come down this street like five times now.

Black and White Video Woman >> What do you wanna do? Should we just go back to the hotel?

Black and White Video Mike >> I don't know.

Black and White Video Woman >> Find it?

Black and White Video Mike >> No.

00:01:22 - 00:01:33

[Animation: As the black and white couple walks past the shot changes to colour and focuses on the colour video couple]

[Video: The couple in colour are seen enjoying their dinner and Mike is looking at his phone.

When Mike checks his phone, we see a text message exchange confirming they found the restaurant and love it. Carlo suggests the Tiramisu]

Voiceover >> In a place where everything is foreign, you'll be feeling like a local.

Colour Video Mike >> There's Carlo right there.

Colour Video Woman >> What does he say?

Colour Video Mike >> He says we need to order the tiramisu.

00:01:33 - 00:01:51

[Video: A variety of Romain attractions are shown. A large crowd is scanned through until we see the black and white video couple.

We then see the colour video couple with Carlo getting a personalized tour of the same area.]

[Animation: The shots start in colour but slowly change to black and white. The red bar that separates the screen goes from the right to the left changing the scene back to colour]

Voiceover >> And while everyone else is getting frustrated, you'll be getting the VIP treatment.

Colour Video Carlo >> If you travel with us, you skip the lines.

00:01:51 - 00:02:11

[Animation: *The red bar that separates the screen goes from the right to the left changing the scene back to colour. This bar separates the next few shots*]

Voiceover >> Trading waiting, for revealing. And trading wondering, for wonderment.

[Video: *The black and white video shows the couple waiting and looking at paper.*

The colour video shows the couple looking at a ruins site.

The black and white video shows Mike looking confused and frustrated

The colour video shows the couple enjoying The Colosseum

The black and white video show the couple realizing they are in the wrong line and walking away.

The colour video shows the couple kissing at The Colosseum]

Black and White Video Woman >> Babe, this isn't the line for the Colosseum. It's around the corner, it's on the other side.

Black and White Video Mike >> Are you serious?

Black and White Video Woman >> Yes, come on. It's longer than this one.

00:02:11 - 00:02:23

[Video: *Roman attractions are shown.*

The black and white video couple are seen entering the Roma Termini and trying to figure out the schedules]

Voiceover >> In places where you don't even begin to know your way.

Black and White Video Mike >> It's that one.

00:02:23 - 00:02:34

[Video: *The colour video couple walk past a line of check in kiosks with Carlo. As the exit the screen the shot turns to black and white and Mike is seen frantically trying to check in]*

Voiceover >> With us, you will never feel lost.

Colour Video Carlo >> So these are your tickets. You are in the first-class car.

Black and White Video Mike >>Come on, come on.

00:02:34 - 00:02:51

[Video: The black and white couple are seen looking lost as they look for their train. The screen splits in half to show the colour video colour saying goodbye to Carlo at the train doors. The video returns to a full black and white screen as the couple chases the leaving train.]

Voiceover >> That's the Monograms difference. We're with you every step of the way, which means fewer hassles.

Black and White Video Mike >> There's no more trains today.

00:02:51 - 00:03:32

[Video: Beautiful colourful landscapes are shown.

The colour video couple are seen relaxing on the train and then enjoying their vacation with shots of scenic views, cultural experiences and food.]

Voiceover >>More amazing. It's no wonder why those who travel with Monograms never travel any other way again. Book you're all-in-one vacation package today.

[Animation: The Monograms logo appears in the top centre of the screen]