

Concept Pitch:

Due to heightened security at airports nationwide, TSA was in need of a 30 second TV spot that would remind passengers to leave their lighters at home as well as other things on the prohibited items list.

My goal was to create a concept that would appeal to a wide range of people in all age groups. I wanted to grab people's attention and have viewers relate to the characters in the commercial.

For my concept, I envisioned having the camera jump to different bags people were carrying in the airport as they were waiting in the security line. These bags would be animated and they would have all different kinds of personalities and accents based on the type of bag they were. I thought that by including all different types of bags that this spot would relate to all different types of people in all age groups. Having the talking bear bag as well as the grandma suitcase targets not only young boys on their way to summer camp, but also grandparents who are traveling to see their grandkids. This concept was a fun way to remind people to leave their lighters, scissors, knives and other things at home so that going through the security wouldn't be a hassle.

1

[British Accent]

"Traveling can sometimes be stressful, especially when you are late for a business meeting like me..."



2

[Teenage Girl]

"But like you can totally make the process waaaay better. Just know what NOT to bring and you can get through security like nothing. That means there's more time for some serious shopping before you take off!"



3

[7 yr. old boy]

"Yay! It's summer vacation. I'm on my way to camp. My daddy told me not to bring my new knife with me though...he said that it would be taken from me so I left that at home."



4

[Grandma]

"I can't wait to see my grandkids. I had to remember not to bring my special scissors. I will finish their quilts when I get back."



5

[Jamaican Accent]

"Yo mon, I'm glad I remembered to leave meh lighter at home. I doh want to cause any stress mon. One love."



6

[Voiceover: Woman]

"TSA would like to remind everyone traveling this summer to leave dangerous objects behind. So remember, leave your lighters at home...because a safe bag is a happy bag."