

# “Tjubang Sko story”

Theme: Shoes for your kids that fits the day and your kids

Logline:

After having a busy day, Carina finished working as she had to reach yoga class, but before that she must pick up her son Thomas.

Treatment:

Carina and her son Thomas walk down the streets of Frederiksberg. She just finished working and looked at her watch. She had 10 minute to reach her yoga class. She was also challenged by the task of picking Thomas up from school. Thomas was also in problems as he had just had a minor accident because he tripped down the stairs because of his bad shoes. While returning Carina could see Thomas was feeling down and she asked him what happened and at that point Thomas got angry and threw away one of his shoes in front of her. He said he had an accident because of it and he felt uncomfortable while wearing it.

Carina felt really bad and stressed. They were in front of a shoe store at that point, so Carina decided to buy a pair of new shoes for her son to make him happy. They entered the shoe store, the name of the store was tsubang sko. There were many children's shoes and some of them were really fashionable and caught Carina's eyes.

She was looking for some nice shoes and asked the employee about the shoe brand called Arauto Rap. The sales assistant was nice and serviceminded and could see that they were upset. The assistant explained about the quality and the components through which the shoes were made. After some time they finally found the perfect shoes. Thomas was happy because the shoes fitted perfectly..

After buying the shoe , she was so happy that she cancelled her yoga class as she wanted to cheer up Thomas . Then they went to the park Where he started playing. The shoes made it much easier for him to jump and run around as we would like. The mother was satisfied because she had never seen him so active and healthy as before.