

CLIENT: **ArômeFrance**

JOB: :30 TV

TITLE: “Travels”

DATE: 11/6/18

Open on a modern and well-decorated living room. Man enters from left side of the frame and walks toward the mantle with the Le parfum device sitting on top.

Cut to CU of device and his hand as he presses the power button which starts a slow burst of steam.

Zoom out to the man sitting on the couch, grabbing coffee from the table and lying back into a relaxed position.

NARRATOR: *Our mind links scents to memories and emotions.*

Cut to a lush, lavender field swaying in the breeze.

NARRATOR: *Think about the places you've been...*

It is a bright and beautiful day and a man and his partner are walking hand-in-hand down the rows of lavender.

NARRATOR: *the people you've met...*

Cut to a warm and bustling European café. The couple is sitting at a table laughing and talking with friends. You see rich, aromatic coffee and fresh pastries sitting on the table.

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NARRATOR: *the things you've seen...*

Cut to a dense pine forest, where the man and his partner are sitting by a crackling and cozy campfire. The couple is wrapped in a blanket, smiling and looking up at the night sky.

NARRATOR: *and the unique aromas along the way.*

Cut back to the living room as his partner comes behind the couch and puts his arms around him.

PARTNER: *Hey, sweetie, it smells like that lavender field in Provence in here.*

The man open his eyes and softly smiles at him.

Cut to close up of Le parfum device on mantle next to a plant and books.

NARRATOR: *Let those experiences inspire your home space.*

The narrator speaks while the camera slow zooms out from product to wide angle shot of living room.

Meet Le parfum, the French-crafted air care device that creates a completely customizable home atmosphere, inspired and curated by you. Each Le parfum cartridge reliably fills your space for 60 days, offering you the ability to adjust and time the levels of fragrance in your home. Choose from a wide array of long-lasting and luxurious scents from around the world to reminisce the place you've been and to express who you are.

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NARRATOR: *Bring the aroma of your travels home with you.*

Cut back to close up of the product on the mantle.

Title cards appear:

“Le parfum”

“ArômeFrance”

“aromefrance.fr.com”

NARRATOR: *Le parfum. Inspired by Experience.*

SCENARIO:

Opens with man in home, he walks in from left side of living room (establishing shot) and cuts to a close up as he turns on Le parfum device on mantle. Narrator will start with “Our minds links scents to...” He then sits down on the couch, he inhales deeply and closes his eyes. We then are lead through a montage of three travel memories that this man has had with his partner. One of them walking through a lush lavender field, then a bustling and lively European cafe, then at a campsite by a fire looking at the stars. The narrator continues his dialogue throughout each of these scenes. We then cut to a wide shot of the living room. His partner comes up behind the couch and puts his arms around him, waking him up from his day dream. He opens his eyes and softly smiles back at his partner. Then a slow zoom begins into the product on the mantle as narrator describes elements of Le parfum device.