

AMERICAN TRAVEL IN EUROPE

Third Draft Script

written by
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for

AMERICAN EXPRESS OVERSEAS CREDIT CORPORATION S.A.

PANTHEON FILM PRODUCTIONS LIMITED
211 W. 57th St. New York 19, N.Y.

1. GRAPHICS + VIDEO

A LIFE SIZE AMERICAN TOURIST COUPLE IN BERMUDA SHORTS, HAWAIIAN SHIRT, SUNGLASSES, CAMERAS CAPTURED AS A STATUE (SCOTTISH NATIONAL GALLERY) BEHIND THEM, SHOTS OF EUROPEAN TOURIST SIGHTS CHANGE AS IF IT IS A SLIDE SHOW RECALLING SOME HIGHLIGHTS

FX: A MEDLEY OF AMERICAN VOICES, CHATTER EXCLAMATIONS. A SLIDE PROJECTOR SOUND ACCENTUATES EACH BACKGROUND CHANGE. VOICES FADE UNDER

VOICE COMMENTARY: Is this the American tourist you know and love? *Do you think all American tourists are like this?* ~~tourist business rests on the assumption that Henry and Tatiana will migrate to Europe every summer, you might miss out~~ on a new and growing market.

2. GRAPHICS + VIDEO

THE TITLE WIPES ON AS THE THE TOURISTS ZOOM TOWARDS US SO THAT THE CLOTHING PROVIDES A BACKGROUND FOR THE TITLE: AMERICAN TRAVEL IN EUROPE

title lettering?

FX VOICES FADE OUT

3. GRAPHICS + VIDEO

OVER A BACKGROUND STILL OF AIRPORT TARMAC ACTIVITY, WE SEE LINES ANIMATE TO FORM A GRAPH OF PROJECTED WORLD AIR TRAFFIC. THE GRAPHICS ARE TRANSPARENT AND EMBOSSED ON THE BACKGROUND (BROCHURE REF. p.6 fig. 4)

VOICE: According to Boeing, world air traffic will accelerate and probably triple by the end of the century.

4. GRAPHICS + VIDEO

OVER A BACKGROUND STILL OF AIRPORT ACTIVITY, WE SEE THE FORMATION OF A BAR CHART, TRANSPARENT, EMBOSSED (BROCHURE REF. p. 7 fig. 5)

VOICE: The most dramatic part of this growth is in long haul travel. The Economist Intelligence Unit indentifies only six per cent of international travel as long haul. But the long haul traveller spends more than the others.

5. GRAPHICS + VIDEO

OVER BACKGROUND STILL OF DUTY FREE SHOPPING, WE SEE BAR CHART OF LONG HAULSPENDING BUILD. (BROCHURE REF. p. 7 fig. 6)

VOICE: Long haul tourist spending is also forecast to grow *significantly* ~~the fastest~~ *than any other haul length.* ~~by 1995 it will be nearly as~~ *all-inclusive including taxes.*

6. GRAPHICS + VIDEO

MAP OF EUROPE DIVIDED INTO SEGMENTS

WESTERN EUROPE \$ 25 BILLION

SOUTHERN EUROPE \$ 20 BILLION

NORTHERN EUROPE \$ 10 BILLION

Mix-

6.13

7. INTERIOR SCHIPOHL AIRPORT

ARRIVALS BOARD SHOWING ORIGINS

PASSENGERS RETRIEVE LUGGAGE FROM

CAROUSEL

8. EXTERIOR NEW YORK

CARRIBEAN TRAVEL ADS ON BILLBOARDS

ON BUSES IN AN AMERICAN ENVIRONMENT

9. INTERIOR/EXTERIOR NEW YORK

TRAVEL AGENCY. HEAD IN SILHOUETTE

LOOKING AT PACIFIC DESTINATION TRAVEL

POSTER

10. INTERIOR HAYMARKET LONDON

TRAVELLERS CHEQUES AND CREDIT CARD

WITH WALLET, CLOSE UP COUNTERSIGNING

A CHEQUE

11. EXTERIOR AMSTERDAM/ BRUSSELS

JAPANESE TOURISTS

12. INTERIOR COMME CHEZ SOI BRUSSELS

AN ARMY OF CHEFS AND WAITERS AT WORK

VOICE: At present, ^{over} half of world
tourist spending comes to Europe--
worth ~~25~~ billion dollars. Although
more people are attracted to Europe than
anywhere else . . .

. . . in the 1980's, the number
of tourists arriving in Europe
from abroad remained the same or
even decreased . . .

. . . while in the Caribbean, more
people came than ever before.

VOICE: In East Asia and the Pacific,
the increase in visitors was even
greater.

VOICE: The growth in their tourist
receipts was even greater than the
growth of arrivals.

VOICE: Tourism is one of Europe's
most important industries.

*Tourism is an important part of
the European economy.*

VIDEO

AUDIO

13. INTERIOR NEW YORK

02.37.08

IN AMEX TRAVEL AGENCY, PAN ACROSS A RACK OF TRAVEL BROCHURES WITH COMPETING DESTINATIONS SIDE BY SIDE. ZOOM TO CLOSE UP TO FRAME THE POINT

Paris blue 04:34

14. EXTERIOR NEW YORK STATE

WE SEE A SMALL TRADITIONAL PICTURESQUE AMERICAN VILLAGE, WHITE AND YELLOW AND BROWN CLAPBOARD HOUSES AND A CHURCH DATING TO 18TH CENTURY. THE COUNTRY SIDE AND THE FALL COLOURS MAKE THE POINT THAT AMERICA HAS ITS OWN ATTRACT IONS

MUS

15. EXTERIOR CHESAPEKE BAY

MARYLAND OR VIRGINIA SHORE WITH BOATS THE SEA FRONT, GOOD SEAFOOD RESTAURANTS. CUTAWAY TO A HAUL OF SOFT SHELL CRABS. CUTAWAY TO A PLATE OF SOFT CHELL CRABS.

To hold on to American tourists
VOICE: ~~The conclusion is also~~ Euro peans must make Americans feel more strongly that they want to come back to Europe.

VOICE: Out of every 100 dollars Americans spend on travel, only six are spent on foreign travel.

Moreover
VOICE: This means Americans like to travel in their own country. ~~which is~~ ~~long haul destinations.~~ ~~It means~~ Europe is in competition with America as well as with other long haul destinations,

16. EXTERIOR U.S.A

A PICTURESQUE FREEWAY SHOT WHICH SAYS EASE OF TRAVEL FOR AMERICANS IN THEIR OWN CARS, PERHAPS AN ATTRACTIVE MOTEL IN VIEW, FALL COLOURS.

17. EXTERIOR U.S.A

04:28
04:32

A TRAVEL AGENCY IN AN AMERICAN SMALL TOWN. EUROPE ONE OF MANY DESTINATIONS IN EVIDENCE

VOICE: But it also means there are a huge number of Americans who could be persuaded to try Europe and ^{eventually} become repeat visitors.

18. EXTERIOR BRUSSELS

DESIGNER BOUTIQUES, CARTIER'S. CUTAWAY TO STYLISH DETAILS

VOICE: ~~Americans have a lot of money~~ ^{1 American} to spend; on average they spend more than twice what other tourists spend around the world.

19. EXTERIOR AMSTERDAM

HERRING STALL. THE VENDOR WAITS FOR BUSINESS. A CUSTOMER TURNS UP. C.U. PREPARATION OF HERRING

VOICE: If the European tourism industry waits for business like an Amsterdam herring stall must do, it will miss out on the growth to come. Americans will drift away to other destinations.

20. EXTERIOR AMSTERDAM

A MONTAGE OF CAFE SCENES, AN OLD CAFE, A SINGER'S CAFE, A CAFE FOR MEETING FOREIGNERS.

Americans have ~~strong~~ ^{genuine} desire
VOICE: ~~People who travel want to experience another country, appreciate its way of life, encounter the people.~~

21. EXTERIOR LONDON

TOURIST BUSES ON PARK LANE. PASSENGERS WAVE.

VOICE: The way someone travels will determine the quality of this experience. Escorted tour groups are a limited market.

23. EXTERIOR EUROPE

A RAPID MONTAGE OF A SUCCESSION OF TOURIST CLICHES: BUCKINGHAM PALACE, ARC DE TRIOMPHE, BRUSSELS PALACES, AMSTERDAM CANALS, MONA LISA, BRUSSELS PEEING BOY STATUE

MUSIC TO SUGGEST SPEED AND LEVEL OF THE EXPERIENCE

MUSIC 2
Great expectations

24. EXTERIOR/INTERIOR BRUGE

THE DUC DE BOURGOGNE HOTEL ON THE CANAL, ROOMS WITH CANAL VIEW, RESTAURANT AMBIENCE WITH PICTURE WINDOWS LOOKING OUT OVER THE CANAL, ELEGANT PLACE SETTINGS

VOICE: There are other types of American travel consumer who do not buy standardized travel packages, who are more independent, more affluent, and prepared to spend money to get what they want.

25. MONTAGE OF STILLS

A SEQUENCE DESIGNED AROUND STILLS FROM AMEX ARCHIVES SUPPLEMENTED BY LIBRARY STOCK SHOTS TO FRAMED WITH PATTERN KEYS WITH SOFT EDGING SET WITHIN THE FULL TV FRAME GIVING A VIGNETTING EFFECT

MUSIC 3
MUSIC STARTS AND FADES UNDER VOICE

Midnight Boogie
VOICE: For over a century, Americans with affluence, leisure and curiosity have been coming to Europe . . .

VIDEO

AUDIO

25 (continued) DISEMBARKATION FROM A SHIP AT THE TURN OF THE CENTURY
 EUROPEAN STREET SCENE CIRCA 1900
 PIAZZA SAN MARCO VENICE
 ATHENS PARTHENON
 AMERICAN TROOPS WORLD WAR I
 PARIS MONMARTRE SCENE
 PARIS CHAMPS ELYSEES
 AMERICAN EXPRESS TRAVEL POSTERS
 RIVIERA 1920's
 BULL FIGHT POSTER
 EARLY TRAVELLER'S CHEQUES
 TRAVEL DOCUMENTS, BROCHURES
 EARLY AMERICAN EXPRESS OFFICES
 FACADE OF HAYMARKET CIRCA 1914
 MIX TO

... in search of their roots ...
 ... in search of new cultural experiences ...
 ... in those days travellers had to be ~~independent~~ *Pioneering*
 ... by the end of World War I, American troops had arrived in Europe.
 After the war, artists and writers such as Ernest Hemingway and F. Scott Fitzgerald discovered new places and experiences and wrote about them, firing the imagination of generations of Americans.
 MUSIC OUT

26. EXTERIOR LONDON
 LIVE ACTION SHOT OF HAYMARKET OFFICE
 MATCHING PRECEDING STILL

The independent American traveller is still setting trends today.

move 27-31

move

27. EXTERIOR WASHINGTON D.C.
 PROTESTORS WITH BILLBOARDS OUTSIDE THE WHITE HOUSE. LINCOLN MEMORIAL WORDS ENGRAVED IN THE MONUMENT.
 CUTAWAY OF U.S. CONSTITUTION WORDS: LIFE LIBERTY AND THE PURSUIT OF HAPPINESS

VOICE: Americans have always prized their independence and ~~freedom~~ ...

freedom choice
Marching tune

music 3

28. EXTERIOR U.S.A.
 A MONTAGE OF IMAGES OF SHOW HOW MUCH IN AMERICAN LIFE IS GEARED TO CONSUMER CHOICE: A GIANT SUPERMARKET WITH COMPETING BRANDS, AN AMERICAN AD WHICH MAKES A DIRECT APPEAL TO CONSUMER CHOICE. TERRACED OUTDOOR CAFE BESIDE THE POTOMAC WITH MARINA, FOUNTAINS SCULPTURE

VOICE: ... they have always expressed their individuality in consumer choice .

Soul
Sarabande?

29. EXTERIOR U.S.A.
NEAR WASHINGTON D.C. A HOUSE BASED
ON A GEODESIC DOME. NEAR NEW YORK
EXCEPTIONAL HOUSES.

VOICE . . . and in personalized life-
styles.

mini 3

30. EXTERIOR NEW YORK
CENTRAL PARK INNER ROAD FILLED WITH
BIKERS, JOGGERS, SKATERS, WEARING
WALKMANS, ALL VARIETIES OF TRACK
SUIT AND COLBURS.

*to place on to choose where he goes
and when
of choice style
in the panel of travel
preferences*

31. INTERIOR NEW YORK
A NEW YORK APARTMENT SUCH AS A
STYLISH CONVERTED LOFT SPACE WITH A
VIEW OF SOME PART OF MANHATTAN. PAN
INTERIOR. PAN DOWN TO TRAVEL MAGAZINES
ON A COFFEE TABLE

VOICE: The contemporary American ~~will~~ *wants*
inevitably express preferences about
where to travel, how to travel and
when to travel.

music out

32. INTERIOR. SCHIPOHL AIRPORT
MONTAGE OF DEPARTURE DISPLAY BOARD
AIRPORT TRAVEL SCENES

VOICE: Because we wanted to find out
more about the contemporary values and
preferences of the American travel
consumer . . .

33. INTERIOR HEATHROW AIRPORT
SIMULATED MARKET RESEARCH INTERVIEWS

VOICE: . . . we commissioned major
market research which shows that there
are ~~several~~ *four many* types of independent and
affluent traveller.

*research conducted
by Anne has
found they
are of
least four
recognizable types
of End-Amer traveller*

21:31:17

21:47:16

7.40

34. INTERIOR HEATHROW AIRPORT
INTERVIEWS. AN EDITED SELECTION OF
QUOTABLE REMARKS. FREEZE FRAME ON
THE LAST FACE, POSTERIZE AND CREATE
A GRAPHIC SYLIZATION OF THE TYPE.
THIS FIGURE IS FRAMED TO ONE SIDE OF
SCREEN. A KEY PHRASE SUMMARY BUILDS
UP ON SCREEN: ELITISTS, VERY FREQUENT
VERY AFFLUENT, VERY INDEPENDENT

LIP SYNC INTERVIEWS
VOICE COMMENTARY TO COMPLEMENT QUOTES
These people we call Elitists, They
visit Europe several times a year
regardless of season. They travel to
express status. Their loyalty to
Europe is threatened by familiarity.

5:10:18

04:18 21:10

132

35. INTERIOR HEATHROW AIRPORT
INTERVIEWS. FREEZE LAST FRAME.
POSTERIZE. TITLE: BUSINESS
EXTENDER. KEY PHRASE SUMMARY:
TO BE DECIDED

31
17-23:25 cubans

36. INTERIOR HEATHROW AIRPORT
INTERVIEWS. FREEZE LAST FRAME.
POSTERIZE. TITLE: GREY PANTHERS
KEY PHRASE SUMMARY: TO BE DECIDED

37. HEATHROW AIRPORT
INTERVIEWS. FREEZE FRAME. POSTERIZE.
TITLE: SPECIAL INTEREST TRAVELLER.
KEY PHRASE SUMMARY: ACTIVE DOERS,
CONNOISSEURS, PERSONALISED SERVICE

38. INTERIOR HEATHROW AIRPORT
INTERVIEWS. FREEZE LAST FRAME.
POSTERIZE. TITLE: ADVENTURERS.
KEY PHRASE SUMMARY: LESS AFFLUENT
MOST INDEPENDENT, ETC.

LIP SYNC INTERVIEWS

~~We call these people~~ Business Extenders
~~They~~ are the most frequent travellers.
They work hard in responsible jobs and
like to extend their business journeys
for private leisure when they can. They
seek distinctive, uncompromising
standards.

LIP SYNC INTERVIEWS

We call these people Grey Panthers.
Seasoned travellers with time to
indulge their sophisticated tastes,
these older travellers are still ad-
venturous. They want old world ele-
gance and the ultimate experience in
contemporary travel. They are pre-disposed
to Europe but require strong motivation.

LIP SYNC INTERVIEWS

People who are prepared to tour in groups
on condition that they get total immersion
in their special interest we call Special
Interest travellers. They want new ideas
and esoteric experiences to extend their
mental and emotional horizons. They like
Europe but are deterred by traditional
ideas of sight-seeing.

LIP SYNC INTERVIEWS

~~We call this type~~ ^{These are} adventurers. Up and
coming in their business and professions,
they are a newly emerging type ^{Order of} ~~who craves~~
adventure and new experience. Europe
is not a priority. They go where the
action is.

39. INTERIOR EDINBURGH *bus*
SCOTTISH NATIONAL GALLERY
STATUE OF HARRY AND TALULLAH

boogie woogie
VOICE: The escorted tour business will continue to appeal to tourists on their first visit or on a budget.

40. EXTERIOR AMSTERDAM
CANAL TOUR BOATS FULL OF TOURISTS
TRACKING SHOT FROM WITHIN THE BOAT.

VOICE: . . . but we now perceive types of American traveller who have probably visited Europe before . . .

41. INTERIOR AMSTERDAM
EXCELSIOR RESTAURANT. AN ELEGANT TABLE WITH A VIEW BEHIND OVER THE CANAL WHERE TOURIST SIGHT SEEING BOATS PASS.

By contrast with the package tour. *States budget* *tourism*
traveller constitutes a growth sector in an otherwise stable market
VOICE: . . . ~~They~~ are more discriminating.

They
150745 *ster*
not price-sensitive
value-sensitive

42. EXTERIOR BRUGE
ORANGERIE HOTEL FULL OF CHARM, INTIMACY, CANAL SIDE LOCATION.

MUSIC
4 Uvaldi
They want value and they are prepared to pay for it.
Italian concept

43. EXTERIOR HOLLAND
DUTCH COUNTRY INN. DE KASTANJEHOF IN LAGE VUURSCHIE. CHARM AND INTIMACY.

Damme

This kind of American traveller constitutes a growth sector in an otherwise stable market

44. EXTERIOR BRUGE
CANALS, BRIDGES, OLD BUILDINGS, A PICTURESQUE SCENE

Canal
ster

VOICE: Americans like Europe on the whole and think of it as a place where most people would like to go if they could take a trip abroad.

VIDEO

AUDIO

45. EXTERIOR/INTERIOR EUROPE
AN ESCORTED TOUR GROUP

~~VOICE: The ones who come do not want to be herded, patronised or treated as culturally undeveloped.~~

46. EXTERIOR HOLLAND
ZAANS SCHANS VILLAGE MUSEUM OF RESTORED HOUSES

*sync
music*

~~VOICE: They want to enjoy themselves in an original way, experiencing the country . . .~~

They want to enjoy themselves & experience the country

47. EXTERIOR BRUSSELS
CAFE FALSTAFF

~~. . . understanding the way of life, meeting the people.~~

in an original way

48. EXTERIOR AMSTERDAM
A STREET OF ANTIQUE SHOPS, PICTURESQUE BUILDINGS, INTERESTING WINDOW DISPLAYS

VOICE: They want to discover antiques . . .

49. EXTERIOR BRUSSELS
VICTOR HORTA MUSEUM, ART NOUVEAU

music an unusual

. . . A SMALL MUSEUM . . .

50. EXTERIOR/INTERIOR AMSTERDAM
CAFE SCENES, ANIMATION, ATMOSPHERE

. . . a local cafe, learn a few words of the language, ~~have contact~~, *meet the people*, take *understand the way of life* home a story to tell their friends.

51. EXTERIOR/INTERIOR AMSTERDAM
DE SILVEREN SPIEGEL RESTAURANT SET IN THE OLDEST HOUSE IN AMSTERDAM.
INTERIOR. THE PATRON SERVES EXQUISITE DISHES WITH EVIDENT PRIDE REMOVING SILVER SALVERS WITH A FLOURISH.
DINERS' EXPRESSION OF PLEASURE.
CUTAWAY OF THE PRESENTATION OF THE DISH.

VOICE: They seek out good restaurants where they can relax and indulge themselves.

2
H

52. EXTERIOR/INTERIOR HOLLAND
A CHARMING COUNTRY INN IN AN
ATTRACTIVE SETTING. DE KASTANJEHOF
IN LAGE VUURSCHE

VOICE: They seek out good hotels but
with character and charm in attractive
settings.

1
KTC

53. INTERIOR NEW YORK/ WASHINGTON D.C.
A TASTEFUL INTERIOR OF A HOUSE OR
A PARTMENT WHICH HAS A DISTINCTIVE
AMERICAN LOOK BECAUSE OF ANTIQUES
OR BECAUSE OF ORIGINALITY

VOICE: These affluent people are
educated with productive, active lives,
interesting hobbies, informed tastes
in food and wine.

more for
amalgamate it

3

54. HEATHROW INTERIOR
INTERVIEW MATERIAL

VOICE: They consider themselves to be
citizens of the world. They have
different and less predictable
requirements. ~~But it is worthwhile
trying to get them to come.~~

keep
them to
offer 59

If we w

4

55. EXTERIOR/INTERIOR AMSTERDAM
AMSTEL HOTEL. A TAXI ARRIVES.
CLOSE UP LUGGAGE. RECEPTION HALL.
ROOM WITH A VIEW. TERRACE OVER LOOKING
AMSTEL RIVER.

VOICE: ~~Collectively, they have sig-~~
~~nificant spending power, which will~~
luxury establishments and supplement
~~our~~ ^{our} tourist business. ^{patronize} often in
shoulder seasons.

5

56. INTERIOR NEW YORK
CLOSE UP OF A PAGE FULL OF VISAS IN
A U.S. PASSPORT.

VOICE: They travel frequently.

6

57. STOCK SHOT
WINTER SPORTS SCENE

VOICE: They travel in all seasons.

7

58. EXTERIOR BRUSSELS
BOUTIQUES. CARTIERS

VOICE: They spend ^{liberally} a lot of money.

8
59. INTERIOR NEW YORK
TRAVEL PAGE OF THE SUNDAY EDITION
OF THE NEW YORK TIMES

VOICE: They set trends.

59 _____ *insert commentary*

60. INTERIOR TRAVEL AGENCY U.S.A.
RACKS OF COMPETING BROCHURES

VOICE: How are Europeans going to attract and influence these ~~and independent~~ American travel consumers *before they make their final choices.*

61. STOCK SHOT
FRONTAL VIEW OF 747 TAKING OFF

VOICE: ~~By the time your tourist client is on the plane, it is too late, especially if they are flying to Bangkok.~~

62. MONTAGE OF PREVIOUS SCENES
ALTERNATE TAKES
no montage

VOICE: The challenge is ~~to~~ highlight the features of Europe which satisfy their requirements.

63. INTERIOR HEATHROW
INTERVIEWS

VOICE: ~~to~~ to get the message through to this new species of traveller in their own country.
(quoted comments on travel agents)

64. INTERIOR U.S.A.
A SERIES OF COMPETING TRAVEL POSTERS
BUILT UP WITH SPLIT SCREEN EFFECT
TO COVER THE SCREEN EIGHT WAYS WITH
TRAVEL POSTERS.

VOICE: quoted comments from interviews about posters

65. EXTERIOR/ INTERIOR NEW YORK
A LARGE NEWSAGENT AND MAGAZINE SHOP
SHOWING A BEWILDERING ARRAY OF PRINT
MEDIA TO ADVERTISE IN

VOICE: It's difficult to know how to use media advertising effectively.

66. INTERIOR NEW YORK
TV ADS ON AMERICAN TELEVISION

VOICE: Television advertising is expensive.
(quoted comments about viewing habits)

67. EXTERIOR NEW YORK
DISPLAYS IN AIRLINE AND TOURIST
OFFICES OF SOME EUROPEAN COUNTRIES

VOICE: These traditional methods have
limited success. ~~Most countries have~~
~~limited promotion budgets.~~ ~~What they~~
~~buy~~ ^{limited} exposure.

68. INTERIOR NEW YORK
COFFEE TABLE SHOT WITH UP MARKET
MAGAZINES IN EVIDENCE: TRAVEL,
GOURMET, WINE, FOOD, ARCHITECTURE.
AMONG THEM ARE TRAVEL AND LEISURE,
DEPARTURES.

VOICE: To reach these independent
travellers with a message about en-
joying Europe, we need to address as
directly as possible those who are
interested.

*Cap
back*
69. INTERIOR NEW YORK
A SOCIAL GATHERING, DRINKS, DINNER
IN A STYLISH APARTMENT.

Peak out

VOICE: Countries have images and
reputations in people's minds.
Every independent traveller who finds
what he wants will pass the word on
and start word of mouth about the
good things still to be discovered
in Europe.

07:35:14:24

70. INTERIOR/ EXTERIOR LONDON
HAYMARKET OFFICE. CARD MEMBER
ENQUIRIES. TELEPHONE ANSWERING
INFRONT OF TERMINALS WITH CARD DATA

*voice pops on word of mouth
At American Express*

VOICE: ~~We~~ know these independent
travellers well ~~at American Express.~~

71. AMEX ARCHIVE STILLBS OF TRAVEL
SERVICES, OLD TRAVELLERS CHEQUES

VOICE: For over a hundred years, we
have provided them with travel services
and support. We have encashed their
travellers cheques.

~~72. INTERIOR U.S.A./ EUROPE
AMEX MAILING ROOM LEAFLETS AND
BROCHURES GOING INTO ENVELOPES WITH
STATEMENTS~~

VOICE: Now most of them carry our card.

73. INTERIOR EUROPE

A CLOSE UP OF HANDING OVER THE CARD
TO PAY A BILL IN ONE OF THE RESTAURANTS

74. INTERIOR BRUSSELS

BOARD ROOM BOULEVARD DU SOUVERAIN. A
MEETING IN PROGRESS. CUTAWAY TO
INDEPENDENT TRAVEL GUIDES UNDER
DISCUSSION

VOICE: So we listen to what they
tell us. / ~~We have shared some of what~~
~~we have shared.~~ ~~We are always ready~~
~~to help~~ our partners in the European
tourism industry ~~in the task of attracting~~
to attract.

75. MONTAGE

A FAST CUTTING TASTEFUL MONTAGE
RECAPPING STRIKING THEMES AND
IMAGES USING POST PRODUCTION TECHNIQUES
TO ASSEMBLE SHAPES, ANIMATE, FLY
IMAGES AND CREATE A CONTRAST TO THE
CLICHE MONTAGE

~~the~~ There
... this new kind of independent
travelers to ~~Europe~~
American and in keeping them coming
back ~~to Europe~~ to Europe. to keep them
coming back to Europe.

76. TITLES

CREDITS: WRITTEN AND DIRECTED BY
ANTHONY FRIEDMANN, PRODUCED BY
PANTHEON FILM PRODUCTIONS LTD.
THE AMEX LEAD ZOOMS, RANGLES TO
A DOMINANT POSITION AS THE LAST
FRAME

MUSIC ENDS

musical 5

written & directed
by
Anthony Friedmann

Produced by
Pantheon Film Productions Ltd.
for American Express Overseas Credit