



30" radio

**Emirates Dept. of Family Travel presents:
*Tiny little stamping feet***

SFX: Ambient cabin noise. Pilot's radio crackles into action.

Captain: **Tower. This is flight JSV300. 2 minutes into our Europe flight.
We have a bored child. Repeat. A bored child.**

Tower: **Copy that. Are they stamping their tiny little feet?**

SFX: We hear little feet stamping.

Captain: **Affirmative.
There is feet stamping.
Annd growling.**

SFX: We hear the distant growl of a kid.

Tower: **Growling ehh!
Ah... right, ah, consulting the manual...**

VO: **Kids will be kids.**

SFX: The stamping stops. We change to peaceful cabin SFX.

VO: **But they'll be better kids on-board Emirates, with over 150 kids'
channels on all flights to entertain them all flight long.**

***Search 'Emirates Department of Family Travel' –
your first stop for flying 'family'.***



30" radio

**Emirates Dept. of Family Travel presents:
Mid-air restock**

SFX: Ambient cabin noise. Pilot's radio crackles into action.

Captain: **Tower. This is flight JSV300.
Somewhere above the Pacific Ocean.
We're out of kids' meals.**

Tower: **You're 6 hours out, you'll just have to make do.**

Captain: (panicked) **You don't understand.
There's a, ah, 3-year-old on board.**

SFX: We hear a kid yelling in the background "I'm hungry!"

Tower: **Oh... ah... why didn't you say so?
calling in a mid-air stock.**

SFX: "Give me fooooooooooooood!!!!"

VO: **Kids will be kids.**

SFX: We change to peaceful cabin SFX.

VO: **But they'll be better kids on-board Emirates, with tasty
meals to help fend off the hangry.**

SFX: We hear chewing sounds.

VO: **Search 'Emirates Department of Family Travel' –
your first stop for flying 'family'.**



30" radio

**Emirates Dept. of Family Travel presents:
Bunny-boo-boo-snuggle-face-problem**

SFX: Ambient cabin noise. Pilot's radio crackles into action.

Stewardess: **Captain, we have a bunny-boo-boo-snuggle-face problem.**

Captain: **Have you tried playing peek-a-boo?**

Stewardess: **Yes.**

Captain: **With a funny face?**

SFX: Distressed toddler "Where's my bunny-boo-boo..."

Stewardess: **Yes.**

Captain: **And a wiggly tongue?**

Stewardess: **Yes.**

Captain: **While rolling your eyes around in opposing circles?**

Stewardess: **Of course.**

Captain: **Um, I'm out of ideas.**

VFX: We change to peaceful cabin SFX.

VO: **Kids will be kids. But they'll be better kids on-board Emirates, with our cuddly 'Fly with Me Animals', and, other in-flight toys to take home.**

**Search 'Emirates Department of Family Travel' –
your first stop for flying 'family'.**

COPYWRITER		CD		GAD		CLIENT	
------------	--	----	--	-----	--	--------	--



30" radio

**Emirates Dept. of Family Travel presents:
42-year-old-crier**

SFX: Ambient cabin noise. Pilot's radio crackles into action.

Stewardess: **Captain. We have a crying passenger in 22b.**

Captain: **Copy that. How old's this one?**

Stewardess: **45 to 50ish**

Captain: **Hmm, 4 hours of a toddler kicking your seat is enough to break anyone.**

Stewardess: **What should we do?**

Captain: **You're** <static sounds made by mouth> **break** <static sounds> **up.**

VO: **Kids will be kids.**

SFX: We change to peaceful cabin SFX.

VO: **But they'll be better kids on-board Emirates, with up to 100 games to help make time fly.**

SFX: We add generic game type SFX.

VO: **Search 'Emirates Department of Family Travel' – your first stop for flying 'family'.**