

TITLE: VITAMIN “F”
MEDIUM/LENGTH: VIDEO/:30
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VISUAL: INT. DOCTOR’S OFFICE – DAY

VISUAL: FEMALE DOCTOR (50s) addresses an off-screen MALE PATIENT (40s).

DOCTOR: Your vitals are normal...

PATIENT: Yeah, but I don’t feel like myself – I feel like I’m all work and no play.

ANNCR: (V.O.) AI is all business...

VISUAL: The Patient is a 6’-tall, sluggish, anthropomorphic gray-blue man’s necktie sitting on an exam table.

VISUAL: Doctor writes the Patient a prescription.

DOCTOR: This is a prescription for ‘Vitamin F.’ Short for: ‘Vitamin Fun,’ as in take a weekend Norwegian Cruise Line cruise with your loved ones.

VISUAL: Patient nods.

VISUAL: EXT. NORWEGIAN CRUISE LINE – DAY

VISUAL: Patient, still looking like a 6’-tall necktie, but getting brighter as he is slowly loosening up and having fun (morphing from a necktie... back into a man) with his WIFE (30s), SON (8) and DAUGHTER (6) at the buffet table (when his mouth morphs back/returns)...

VISUAL: - basketball court (where his arms morph back) and...

VISUAL: - water slide (where his legs morph back). By the end of the cruise, he’s completely human again, smiling and laughing with his family.

VISUAL: INT. DOCTOR’S OFFICE – DAY

VISUAL: Doctor addresses Patient, who is still human.

DOCTOR: And what seems to be the problem, Sir?

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PATIENT: No problem at all, Doc. It’s me. AI – and thanks to you and Norwegian Cruise Line, I’m no longer ‘all business.’

VISUAL: INT. WAITING AREA – DAY

VISUAL: The Patient walks past three patients standing in line – a 6'-tall anthropomorphic wingtip SHOE signing in with a lace, a 6'-tall anthropomorphic dark grey male MEN’S HAT, and a 5.5'-tall anthropomorphic female SMARTPHONE holding a... smartphone.

ANNCR: (V.O.) Norwegian Cruise Line – Home of the Seven-Day Weekend.

SUPER: norwegiancruiseline.com #7DayWeekend #VitaminF

SUPER: Norwegian Cruise Line® 7-Day Weekend™

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FEMALE PATIENT (40s) visiting a MALE DOCTOR (50s) in his office.

DOCTOR: (disinterested) What seems to be the problem?

PATIENT: Doctor, look at me.

DOCTOR: Yikes. You’ve turned into a five-foot-five-inch laptop!

PATIENT: I’m all business...

DOCTOR: You’re all work and no play!

SFX: SCRIBBLING. SHEET TORN.

DOCTOR: This is a prescription for ‘Vitamin F.’ Short for ‘Vitamin Fun,’ as in take a weekend Norwegian Cruise Line cruise with your family – and without your laptop.

PATIENT: (upset) Are you crazy? I can’t take a vacation! If I do, I’m so f –

SFX: CRUISE SHIP HORN

HUSBAND: – fantstic, honey. You’re acting and looking yourself again.

PATIENT: I don’t even miss my laptop. I feel twenty years younger.

HUSBAND: You look like you did on our wedding night.

PATIENT: (faking a yawn) Care to join me? I feel like taking a ‘nap.’

HUSBAND: AWOOG –

SFX: CRUISE SHIP HORN

SFX: DOOR OPENING

DOCTOR: Good morning, what seems to be the problem?

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PATIENT: No problem at all, Doc. It’s me, Alison – and thanks to you and Norwegian Cruise Line, I’m no longer ‘all business.’

ANNCR: Norwegiancruiseline.com Norwegian Cruise Line – home of the Seven-Day Weekend.

TITLE: VITAMIN “F”
MEDIUM/LENGTH: ONLINE AD

[Photo: FEMALE DOCTOR with stethoscope pressed against chest of a sluggish, 5.5’-tall anthropomorphic female smartphone sitting on an exam table.]

Before a Norwegian Cruise Line® Cruise.

“Feel like you’re all work and no play? Then you need ‘Vitamin F’ – short for ‘Vitamin Fun’ as in a weekend Norwegian cruise with you and yours.”

[Photo: Same female Doctor with stethoscope pressed against chest of a smiling vibrant 40-year-old married WOMAN sitting on an exam table.]

After a Norwegian Cruise Line Cruise.

“Thanks to you, Doctor, and Norwegian, I’m no longer ‘all business.’”

Norwegian Cruise Line

Home of the 7-Day Weekend™

According to [Forbes Magazine](#), in 2018, Americans wasted 768 million vacation days. More than half Americans did not use all their time off last year.

You would think this would make employers happy, however, it’s a short-term gain with long-term pain. Why? Not taking enough vacation time can lead to reduced efficiency, slowdowns, accidents, exhaustion, and eventual burnout.

Enter promotion code: H2O_h at norwegiancruiseline.com to win a chance at a 7-Day Weekend with Norwegian. Don’t worry, we’ll even ask your supervisor for permission. No, we won’t invite your supervisor along. And, no, the cruise will not take place near your office.

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[#7DayWeekend](http://norwegiancruiseline.com) [#VitaminF](#) 7-Day Weekend

Note: My family took a cruise to Italy when I was a year-and-a-half. I remember learning the word “capisce” aka “capiche,” which I mispronounced as “capizza.” I was not hired by Norwegian Cruise Line to write this. Even though this ad campaign is fake (or I prefer: Real Imitation™), it does give you an example of the great work (or at least I hope you think it’s great work), I can do for you when we work together.