

# AVIANCA REVISED 3RD APRIL – WEATHER

## VIDEO TRANSCRIPT

### SOUND

Sometimes it's the little things that can ruin a trip...

...like not being prepared for the weather.

So when you're traveling, you want be as prepared as possible.

Meet Carla

Avianca's new chatbot personal assistant

Carla can help with a wide range of travel questions.

Travelers simply get in touch via Facebook Messenger

for instant answers.

No need to call a helpline or find a website.

Travelers just get in touch using their smartphone at the real point of need

in real time.

### VISION

Caption:  
Traveler packing, thinking.

Traveler imagines a scenario where they are rained on and angry.

Traveler pulls out smartphone, screen shows typing, "What is the weather in Bogota?"

Zoom in, we see Carla on the Smartphone interface.

Caption on screen:  
**Developed by Avianca Airlines, Accenture Interactive and Accenture Mobility**

Generic shot of travelers on Smartphones.

Captions on screen:  
**What time is my flight at again?**

**Which airport do I fly out of?**

**How do I say 'Where is my hotel' in Spanish?**

Answer captions appear next to each of the travelers:  
**Your flight's at 12.15.**

**You're flying out of JFK.**

**Donde esta mi hotel?**



## SOUND

However small the request or reminder...

...or how many people are asking.

We're helping Avianca reach new heights

with a travel assistant who is practical, natural, and most importantly, personal.

Rain or shine, you'll always know what's headed your way.

Carla. Reducing travel stress, one passenger at a time.

## VISION

Captions:

**Remember: meet Miguel at The Bridge Bar.**

Caption on screen:

**In just 1 month  
1,000 new users  
4,000 sessions**

Animation of plane flying above the clouds.  
High performance. Delivered.

Captions (the suffix 'al' remains on screen):

**Practical  
Natural  
Personal**

Cut back to screen with 'Is it raining in Bogota?'

Answer caption from Carla:

No rain, but pack your sunglasses.

Sunshine option appears full screen.

Cut to a hand grabbing a pair of sunglasses as the traveler walks out of the front door.

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