Scootz Video Script:

Script	Video Imagery
Where will Scootz take you?	Start the video with parents surprising their kids with plane tickets for a vacation
FACT: Travel can be overwhelming for children	Show two children (boy and girl) looking at one another while parents begin packing in the background
Scootz changes travel – making it fun and economical	Parents surprise the kids with Scootz bags (one boy design, one girl design) – show them throw traditional kids carry-ons in the trash
Travel the world or travel around town – all things are possible with your Scootz.	Checking bags at the desk in the terminal – parents and children walking toward gate – children using Scootz (international terminal labeling would be nice here)
One part scooter plus one part luggage equals a carry-on bag your child won't leave home without!	Getting off the plane at the destination using the Scootz bag to exit the terminal
Easy to use: • Lift the handlebars • Drop the scooter from the back of the luggage • Take off! Leave your luggage on your scooter or take it off – kids can tote their own bag, making them feel important and independent!	Show a child operating one of the Scootz bags, maybe with the parent lugging around traditional carry-on bags This will give the suggestion of how boring it is for adults whereas children can have more fun with the easy-to-use Scootz line
Available exclusively from Elan Travel System – with space ship, unicorn, panda, and car designs.	Show the entire line of Scootz – including children operating them and taking off (maybe in an airport-style setting)

Keep this one real short, we just want to have like split screen footage with short comments or text highlights in bullet point format. you can recommend how to display the visuals also.

here is the link of our best creative so far: https://www.facebook.com/watch/?v=414113123254668

As you can see, it has a lot of space to improve, although it is enough for you to capture the key things that are making this work (UGC, happy kid, real airport experience, etc)

Can you make a better version of this?

On top of that, I suggest you browse around Scootz' https://scootzrider.com/ + Instagram account https://www.instagram.com/scootz_by_elan/?hl=en to see what content exists and try to make more video ads for us to test.