

Flyadeal - Animated Campaign Script

CAIRO TO JEDDAH | 17-SECOND SOCIAL MEDIA VIDEO
PREPARED BY FORSA MARKETING

Creative Objective

TURN A SIMPLE ROUTE ANNOUNCEMENT INTO A SHORT, MEMORABLE CONVERSATION THAT FEELS LOCAL, DIRECT, AND EASY TO ACT ON.

Campaign Format:

CHARACTER-LED 2D ANIMATION IN EGYPTIAN ARABIC, DESIGNED FOR SOCIAL-FIRST VIEWING AND DIRECT BOOKING ACTION.

CAMPAIGN BRIEF

BUSINESS & COMMUNICATION GOAL

- PROMOTE TRAVEL FROM CAIRO TO JEDDAH
- COMMUNICATE AFFORDABILITY IN A CLEAR, EASY-TO-UNDERSTAND WAY
- MOVE VIEWERS FROM ATTENTION TO DIRECT BOOKING WITHIN A 17-SECOND FORMAT

PRIMARY AUDIENCE

- EGYPTIAN TRAVELERS CONSIDERING A TRIP TO JEDDAH
- PRICE-CONSCIOUS CUSTOMERS WHO RESPOND TO SIMPLE, PRACTICAL OFFERS
- MOBILE-FIRST SOCIAL MEDIA USERS WITH LIMITED ATTENTION TIME

Message Architecture

Stage	Message Function
1	Open with empathy and a relatable emotional line
2	Shift into a personal invitation to Jeddah
3	State the Cairo-to-Jeddah route clearly
4	Add the low-fare value proposition
5	Close with an immediate booking call to action

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Script Breakdown

00-02 SEC | Opening

Copy: Character introduction and visual greeting

Visual: An Egyptian-inspired animated character appears beside a microphone in a branded environment

Purpose: Create an immediate visual hook and establish the campaign world

03-07 SEC | Relatable Hook

Copy (translation): "...إنت تعبت كثير السنة دي"

- **Visual:** The character addresses the viewer directly in a conversational tone

- **Purpose:** Lead with empathy before introducing the travel offer

08-10 SEC | Personal Invitation

Copy (translation): "تعالى جدّة يا كريم"

- **Visual:** The invitation appears in a speech bubble while the character remains on screen

- **Purpose:** Make the message feel personal, light and memorable

11-13 SEC | Route Announcement

Copy (translation): "دلوقتي تقدر تسافر من القاهرة لجدّة"

- **Visual:** A bold title card replaces the character to deliver the route information clearly

- **Purpose:** Remove ambiguity and communicate the offer in one direct sentence

14-15 SEC | Value Message

Copy (translation): "سافر بأقل الأسعار"

- **Visual:** A Jeddah city illustration appears with the fare-led message

- **Purpose:** Reinforce affordability as the main decision driver

16-17 SEC | Booking CTA

Copy (translation): "احجز الآن عبر flyadeal.com"

- **Visual:** Final branded frame with the website and a clear booking prompt

- **Purpose:** End with one immediate, measurable action

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STORY BOARD

