

DENNIS REGAN CREATIVE SERVICE

Client: Travelodge - Employee Orientation
Writer: Dennis Regan **Title:** Glad You're Here

VIDEO

AUDIO

- Matt/Box: Marline is in box left. Right side shows 1.
- name, location and job title. She speaks to camera. (Employee #1 - Marline) 2.
3. *"Oh, I remember mine alright. I was so worried about finding the place, I got to work an hour early."*
- Matt/Box slides to left, replaced by next employee (Anncr) 4.
5. Remember your first day at work?
- 6.
- Roger speaks to camera 7. (Employee #2 - Roger)
8. "I'll Always remember my first day. I was so nervous I forgot my supervisor's name. So much for first impressions."
- Matt/Box slides to left, replaced by next employee (Anncr) 9.
10. Everybody's felt it.
- Susan speaks to camera 11. (Employee #3 - Susan "All day long, I was so afraid I was going to do something wrong. And sure enough...I did. But they invited me back the next day anyway."
- We pan off of "screen" 180 degrees around to audience (faces lighted by "screen") We see Susan, Roger and Marline seated in audience 12. (Anncr) This video is about you and the company that thinks a great deal of you.
It's called...
- Title: WE'RE GLAD YOU'RE HERE (REALLY!) (lower quarter frame Camera pans quickly back to screen. 13. "We're Glad You're Here... really!"
- Ext: Travelodge location. We slowly move-in to photo 14. Welcome to THF - Trusthouse Forte.
15. (Music: 50-ish)
16. - From these modest beginnings in San Diego, California... one of the largest

Orientation

- lodging chains in North America was born. That was 1954.
- Slow Lap Dissolve: (still) Mr. King welcoming customer at door 17. - When Mr. Scott King opened this first Travelodge. We like to say it was an "overnight" success.
- Mr. King helping remove luggage from trunk of auto. Series of photos progress. (step effect) 18. It caught on alright. Travelers seemed to like the idea of being able to stop anytime...
- EXT: (still)(Dark sky) Old Travelodge sign. 19. ...and expect to feel welcomed and comfortable.
- Diss: Photo to color photo. We pull back to reveal newer (1970) (downtown S.D.) 20. By 1970 there were over 300 Travelodge locations. And that was a landmark year for Travelodge for another reason.
- Ext: C/U doorman. Full frontal showing off formal uniform. We reveal Trusthouse Forte, London entrance. 21. (music: "Britannia Rules")
- Ext: We move into British flag flying in brisk breeze. 22. 1970 was the year Travelodge was acquired by Trusthouse Forte and became part of the World Class Lodging empire of THF.
23. It was the beginning of a new era of higher standards and amazing growth.
- Diss: "THF" Flag flying in breeze. We pull back to reveal roof view of elegant courtyard. 24. Trusthouse Forte has grown from a small business founded in 1935 by Lord Charles Forte.
25. Today, still managed by the Forte family, THF is known around the world as one of the leading international hotel, catering and leisure companies.
- MED/CU: White gloved waiter pouring from silver pitcher. 26. On the global scene there are over 800 hotels and 3000 restaurants operated by Trusthouse Forte International.
- Diss: View of waiter at table through the leaded glass windows as we pull back to reveal the rose garden. 27.
- DISS: As numbers are mentioned, we see large groupings of flowers to correspond. 28.