



Estonian Air - Now it's easier.

TV storyboard

Reklaam toimub samas visuaalses võtmes nagu printreklaam. Kogu teksti loeb a la National Geographicu inglise aktsendiga telediktor. Meessoost ja üle 50 aasta vana. Tempo aeglane ja rahulik. Taustal rahustav röömsameelne lounge muusika.



001

Visiting Estonia in the 8th century was... fairly easy.

All you had to do, was find a dragon in your local area. After you located that pesky little lizard, things got harder. Dragons in the 8th century were a grumpy bunch of fellows and for them to cooperate with you, there had to be some sacrifices made .

viiking tassib neitsi draakoni koopa ette, draakon pistab koopast pea välja, nuusutab ohvrit ja sööb ta ühe ampsuga ära



002

You think that hitting some turbulence while flying is scary? Try flying with a rodeo bull who has wings strapped to it's back and who has it's own opinions about flight tactics and techniques.

kaootiliselt lendav tuld purskav draakon kelle seljas on viiking lendlemas ekraanil siia sinna



003

Trading with the natives had two basic rules. If you were stronger than the local villagers, you took what you fancied and set their houses on fire, if not, you traded.

hiiliv viiking küla põlema panemas ja kullaga minema joosmas



004

When you couldn't bear the shopping anymore, you could spend some leisure time in the wild and beautiful woods. But there is a slight chance it could become unbearable too.

viiking sisenemas vilistades metsatukka kus ta kohtab ringjalutavat karu. Karumõire ja karu tõuseb tagajalgadele. Alustavad poksiringist tuttavat ringliikumist mis mõneti võiks sarnaneda tantsuliigutustele



005

Sending pictures home to your family and relatives was a bit of a fuzz.

viiking mereääres jändamas lõkke põlema saamisega. Hetke pärast süttinud lõkke pealt suitsusignaale saatmas, all subtiitrites suitsusignaalide tõlge, mis tähendab hoopis midagi muud, mida viiking alguses mõtles, näiteks toidutellimus



006

To travel is to possess the world. But there are some times when there is no other place like home.

viiking tassimas varandust oma elamusse, ilmub vööst ülespoole ekraanile paremasse äärde, vasakule ilmub hinnapommidest tuttav tähelaadne märk, kuhu ükshaaval tekivad punktid.

- *Dragon – sacrificing one virgin,*
- *starting a fire – free,*
- *visiting Estonia – PRICELESS.*



007

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