

# Writing & Editing [ Video Script ]

## Challenge

One of Asia's top airlines, Cathay Pacific Airways, wanted to educate its business clientele about the new cargo opportunities at Hong Kong's Chek Lap Kok. A video was commissioned to be an integral part of an international marketing campaign.

VIDEO	AUDIO
Animated logo	VO: TO THE HEART OF ASIA..... FROM THE HEART OF ASIA.... WITH CATHAY PACIFIC CARGO.
Shot of new logo on plane  Shot of plane taking off	WITH NEW FACILITIES AND NEW SERVICES, CATHAY PACIFIC CARGO OFFERS AIR FREIGHT AGENTS, A BETTER, FASTER AND MORE EFFICIENT WAY OF MOVING SHIPMENTS FOR THEIR CUSTOMERS. IT HAS NEVER BEEN EASIER TO MOVE GOODS ROUND THE WORLD WITH CATHAY PACIFIC CARGO.
Shot of goods going into ST1	WHETHER ITS COMPUTER PARTS OR COMPLETE CARS..... ANIMALS OR APPLES ..... THE LATEST FASHIONS OR A LAST MINUTE ORDER, CATHAY PACIFIC CARGO GETS IT TO THE RIGHT DESTINATION ON TIME, EVERY TIME.
Establishing shot of ST1  Worker using computer to get cargo through BSS system	CATHAY PACIFIC CARGO IS BACKED BY THE NEW FACILITIES OF SUPERTERMINAL ONE, THE GIANT, STATE-OF-THE-ART CARGO HANDLING FACILITY AT HONG KONG'S NEW CHEP LAP KOK AIRPORT.  CHEK LAP KOK IS THE NEW HOME OF CATHAY PACIFIC AIRWAYS... ALL THE AIRLINE'S OFFICE, OPERATIONAL, SUPPORT AND TRAINING FACILITIES, INCLUDING SEVERAL FLIGHT SIMULATORS, ARE GROUPED TOGETHER FOR THE FIRST TIME IN WHAT IS KNOWN AS "CATHAY CITY."  "CATHAY CITY" REPRESENTS A FOUR-POINT-NINE BILLION HONG KONG DOLLAR INVESTMENT BY CATHAY PACIFIC. 'CATHAY CITY" STANDS WITHIN

## Solution

Working with a video production house, Haleton devised a corporate video that highlighted the airline's innovative role in a new "super terminal" that would set new standards in ease of movement. The video linked into the airline's "Heart of Asia" theme.

	THE PERIMETER OF CHEK LAP KOK AIRPORT AND YARDS AWAY FROM THE AIRPORT'S CARGO HANDLING FACILITIES AT SUPERTERMINAL ONE....  SUPERTERMINAL ONE SETS NEW STANDARDS IN CARGO HANDLING WITH COMPREHENSIVE .... INTEGRATED .... AND STREAMLINED SERVICES.
Driver bringing cargo from plane to ST1  Cargo going up and then across the conveyor belt  Workers bringing cargo off of the DSS system to be trucked away	THE ONE BILLION U-S DOLLAR COMPLEX BOOSTS HONG KONG'S STATUS AS THE GATEWAY TO CHINA AND AS THE PREFERRED TRANSSHIPMENT CENTER FOR ASIAN AIR FREIGHT.  THE FACILITY HAS BEEN DESIGNED AROUND THE IDEA THAT CARGO FLOWS BETWEEN AIRCRAFT AND LANDSIDE COLLECTION SHOULD BE LOGICAL, SIMPLE AND FAST.
Driver pulling up to perishables area and unloading goods	AIRSIDE FACILITIES ARE ARRANGED SO THAT CARGO CONTAINERS CAN BE AT ONE OF THE 210 WORKSTATIONS READY FOR PACKING OR UNPACKING IN JUST MINUTES.
Empty container going off on a conveyor belt	EMPTY CONTAINERS ARE PUSHED OUT OF THE WAY AND INTO HUGE STORAGE AREAS THAT CAN STORE UP TO 3,500 CONTAINERS FOR FUTURE USE...
Bulk storage boxes being moved in BSS system	INDIVIDUAL CONSIGNMENTS ARE HELD IN ONE OF TEN THOUSAND BULK STORAGE BOXES THAT CAN BE STACKED ..... STORED ..... OR MOVED PROMPTLY AND QUICKLY BETWEEN WORKSTATIONS, THE MAIN CUSTOMS HALL AND ANY ONE OF THE 154

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<p>Shots of packages being broken down and sorted</p> <p>Packages coming through conveyor belt</p> <p>Employee using computer to get package sent out</p>	<p>IMPORT AND EXPORT TRUCK DOORS..... SUPERTERMINAL ONE SEPARATES THE DELIVERY AND COLLECTION OF MEDIUM SIZED SHIPMENTS FROM PRE-PACKED CONTAINERS AND LARGE, BULK SHIPMENTS. EACH MOVEMENT IS MONITORED AND SUPERVISED BY A SOPHISTICATED INTELLIGENT NETWORK COMPUTER SYSTEM THAT IS INTERCONNECTED WITH MANAGEMENT AND CUSTOMER DOCUMENTATION AND INFORMATION NETWORKS</p>
<p>Wide shot of general perishables area</p> <p>Cargo going up to 1st or 2nd floor from apron</p> <p>Freezer door with "-18C" closing</p> <p>Pan of unit freezer area</p>	<p>WITH ONE QUARTER OF HONG KONG'S AIR CARGOES COMPRISING FRESH FOOD AND OTHER PERISHABLE ITEMS, THERE IS A SPECIALISED UNIT ON HAND TO MAKE IT EASIER THAN EVER BEFORE TO MOVE THESE GOODS, SAFELY AND QUICKLY. A FREIGHTER AIRCRAFT CAN PULL UP TO THE PERISHABLE HANDLING CENTRE AND FRESH FISH.... FLOWERS.... FRUITS.... EVEN SNAKES ....CAN BE ON THEIR WAY TO MARKET WITHIN 30 MINUTES.</p>
<p>Graphic of cargo handling numbers</p> <p>Cathay Cargo staff in uniform, handling various tasks around the airport</p>	<p>SUPERTERMINAL ONE CAN HANDLE UP TO TEN THOUSAND TONNES OF CARGO A DAY OR 2.6 MILLION TONNES A YEAR..... AND EVERY ONE OF THE COMPLEX'S FACILITIES IS AVAILABLE TO CATHAY PACIFIC ((CATHAY PACIFIC CARGO HAS ALREADY ESTABLISHED ITSELF AS THE LARGEST SINGLE USER OF SUPERTERMINAL ONE.))</p>
<p>Generic cargo handling shot</p> <p>EHU area shots (if available)</p> <p>AAX graphic (logo if it exists)</p>	<p>CATHAY PACIFIC CARGO IS ALSO OFFERING MANY NEW SERVICES, ALL DESIGNED TO PROVIDE AGENTS WITH GREATER CONVENIENCE, GREATER RELIABILITY AND GREATER SECURITY. 1999 SEES THE COMMISSIONING OF A DEDICATED EXPRESS HANDLING UNIT FOR A-A-X. THIS NEW SERVICE OFFERS FASTER THAN EVER CUSTOMS CLEARANCE, GETTING CONSIGNMENTS TO THEIR DESTINATION EVEN QUICKER.</p>

<p>Cathay Cargo staff with smaller packages/documents</p>	
<p>Night shot of airport, action at ST1 after dark</p> <p>Flight taking off</p> <p>Graphic with Reduced Turnaround Time Flexibility</p>	<p>WITH NO MORE LATE-NIGHT CURFEW ON FLIGHTS, HONG KONG'S INTERNATIONAL AIRPORT OPERATES ROUND-THE-CLOCK. THIS MEANS CATHAY PACIFIC CARGO ALSO OPERATES AND FLIES 24-HOURS-A-DAY. THE RESULT IS REDUCED TURNAROUND TIMES, GREATER VALUE FOR MONEY AND EVEN MORE FLEXIBILITY..... IT HAS NEVER BEEN EASIER TO GET CARGOES WHERE THEY NEED TO GO.</p>
<p>Cathay Cargo employees handling baggage, using computer system and taking cargo from the BSS system</p>	<p>FOR GREATER EFFICIENCY AND SECURITY, CATHAY PACIFIC CARGO EMPLOYS ITS OWN SUPERVISORS TO MONITOR AND DIRECT THE LOADING AND UNLOADING OF AIRCRAFT... CATHAY PACIFIC STAFF HANDLE ALL ON-LINE DOCUMENTATION AND ALSO PERSONALLY ESCORT MOVEMENTS OF ESPECIALLY VALUABLE GOODS. THESE MEASURES ENSURE CONSIGNMENTS REMAIN UNDER CATHAY PACIFIC'S CONTROL AT CRUCIAL TIMES ON THEIR JOURNEY.</p>
<p>Picture of website</p> <p>Shot of cargo agent looking for shipment information on the Web</p>	<p>AGENTS CAN FIND OUT EXACTLY WHAT IS HAPPENING TO THEIR CARGOES BY USING THE CATHAY PACIFIC CARGO WEBSITE..... TYPE IN THE AIRWEIGH BILL NUMBER AND THE AIRLINE'S INFORMATION TECHNOLOGY INFRASTRUCTURE CAN TRACK AND TRACE AN INDIVIDUAL CONSIGNMENT .... A USER-FRIENDLY SERVICE THAT PROVIDES CONVENIENCE AND PEACE OF MIND.</p>
<p>Network map</p> <p>Super of 850 Scheduled and Charter Flights a Week 47 Destinations around the World</p> <p>Plane taking off</p>	<p>FOR MORE THAN HALF A CENTURY, CATHAY PACIFIC HAS BEEN AT THE HEART OF ASIA. TODAY THE CATHAY PACIFIC FLIES MORE THAN 850 SCHEDULED AND CHARTER FLIGHTS A WEEK TO 47 DESTINATIONS AROUND THE WORLD. CARGO TRAVELS IN THE HOLDS OF EVERY SINGLE CATHAY PASSENGER AIRCRAFT AND IN THE AIRLINE'S FLEET OF SIX DEDICATED FREIGHTER AIRCRAFT. CARGO REVENUES HAVE GROWN STEADILY OVER THE</p>

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	YEARS, AND NOW ACCOUNT FOR MORE THAN ONE QUARTER OF CATHAY PACIFIC'S TOTAL TURNOVER. IN 1998, CARGO REVENUES ACCOUNTED FOR APPROXIMATELY 26.4 PER CENT OF THE AIRLINE'S TOTAL TURNOVER.
	CATHAY PACIFIC CARGO IS ALREADY LOOKING TO THE FUTURE .... AND THE FUTURE LOOKS BRIGHT .....
Shot of 747-400  Boeing chart (with copyright)	DEMAND FOR AIR CARGO CONTINUES TO GROW AND THE GROWTH SHOWS NO SIGN OF SLACKENING OFF. AIRLINE MANUFACTURER BOEING, MAKER OF CATHAY PACIFIC CARGO'S BOEING 747-400 AND 747-200 FREIGHTER FLEET FORECASTS THAT IN LESS THAN TWENTY YEARS TIME THE ASIAN AIR FREIGHT MARKET WILL BE THE LARGEST IN THE WORLD.....
Bar chart (from Boeing)	((highlight from Boeing chart)) THE THREE FASTEST GROWING MARKETS WILL BE INTRA-ASIAN AIR FREIGHT, EUROPE-ASIAN ROUTES AND ROUTES BETWEEN NORTH AMERICA AND ASIA. BY THE YEAR 20-17, NEARLY ONE IN EVERY FOUR TONNES OF CARGO BEING FLOWN ROUND THE WORLD WILL BE CROSSING THE PACIFIC OCEAN BETWEEN ASIA AND NORTH AMERICA.
Map of world with flight patterns to North America highlighted	CATHAY PACIFIC CARGO IS ALREADY AWARE OF THIS NEW TREND AND IS MEETING RISING DEMAND FOR TRANSPACIFIC SERVICES. IN THE PAST FEW YEARS, NEW FLIGHTS HAVE BEEN ADDED TO NEW NORTH AMERICAN DESTINATIONS .... LOS ANGELES.... VANCOUVER ... TORONTO .... CHICAGO .... NEW YORK ... AND, MOST RECENTLY, SAN FRANCISCO.
Busy SuperTerminal 1  EHU shot	WITH THE BACKING OF THE STUNNING NEW FACILITIES OF SUPERTERMINAL ONE AT HONG KONG'S CHEK LAP KOK AIRPORT... A RANGE OF NEW SERVICES GEARED TO MAKING IT EVEN EASIER FOR

Perishables unit storage area	<p>CLIENTS TO MOVE THEIR GOODS WHERE THEY WANT, WHEN THEY WANT. AND THE PROVEN RELIABILITY AND FLEXIBILITY OF THE CATHAY PACIFIC AIRCRAFT FLEET AND NETWORK, CATHAY PACIFIC CARGO TRULY STANDS AT THE HEART OF ASIA...</p> <p>TODAY AND IN THE YEARS TO COME, WHEN IT COMES TO FLYING GOOD TO THE HEART OF ASIA OR FROM THE HEART OF ASIA, IT HAS TO BE CATHAY PACIFIC CARGO.</p>
Live animals	
Cargo handlers in uniform, at a Cathay plane	
Plane taking off	
New logo	