

Air Wave X Fan
Script written and devised by Claire Huckle

Past Me and Future Me are both on an online call together. They are sitting in the same office. Each character is facing the camera head on, as if they are talking into their computer screens.

Past Me: Hello I'm me.

Future Me: Hello I'm future me.

Past Me: How are things?

Future Me: Who me? I'm fine! And you?

Past Me: Me? I'm boiling. Really need to get some better airflow in here.

Future Me: Ah, I used to feel like you.

Past Me: Me?

Future Me: Yes, every day. Until I bought the new Air Wave X.

Past Me: What's that?

Future Me: It's a simple, powerful, and reliable fan that can move huge amounts of air without making too much noise. It's designed to circulate all of the air in your room better than an oscillating fan, and without the distraction of the constant clamour.

Past Me: The what? *(Past Me turns off their fan.)*

Future Me: The constant noise.

Past Me: Oh. Pricey I bet? Way out of my budget.

Future Me: Actually, It's one of the most affordable fans on the market.

Past Me: How big is it? My office space is quite small, as you know.

Future Me: It's very compact—not much bigger than a football. And it's even backed by a three-year warranty.

Past Me: Is it super techy and hard to use?

Future Me: It doesn't have any gimmicks, like a remote or a timer. Its minimalist design makes it easy to use and, equally important, easy to clean and maintain. I know how you like to keep things tidy! You're such a perfectionist.



Past Me: Me? Stop it. You know me so well!

Present Me: You really can't go wrong with the Air Wave X, so go on treat yourself!

(The final written slogan in this commercial would be "Air Wave X. It's the 'wave' forward")