

Air All Blacks Safety Video Transcript

We open to see two Air New Zealand flight attendants walking through the doors of a top-secret research facility and see a meeting taking place. The words 'Area 39 Research Facility – Location: Top Secret' appear on screen. Around a large circular table, the Air New Zealand team is discussing ways to show the world how crazy they are about rugby.

CLIFF: Kia ora koutou katoa. So, it's decided then... to show the world just how crazy about rugby we all are, we're changing our name to...

The group looks up and a hologram of a white Air New Zealand plane appears above the table. The branding on the aircraft turns from 'Air New Zealand' to 'Air All Blacks' and the plane turns from white to black.

CLIFF: ...Air All Blacks.

Everyone around the table smiles, claps and starts discussing the change.

KIERAN: That's awesome!

STEVE: So team, what's the Air All Blacks safety video going to look like?

The airline's lawyer, RICK, joins in the conversation via video conference.

RICK: Hey do you mind if I cut in here, thank you. As the airline's lawyer, I have to ask you crazy Kiwis to not have any rapping, and no complicated safety demonstrations. You know what in fact... I'll do it. Listen up guys!

We cut to RICK sitting at his office desk with two Flight Attendants: JESS and JORDAN. In front of RICK's desk are two people taking notes.

JESS: Kia ora and welcome aboard this Air All Blacks flight. It's important you obey all crewmember instructions placards and illuminated signs.

RICK holds up a small screen showing the fasten seatbelt sign and points to the two people taking notes.

RICK: If you don't... you're fired.

The two people look at each other with concern.

JORDAN: No, you're not. But remember that all loose items should be stowed in the overhead locker or under the seat in front of you.

One of the note takers pushes a briefcase under the seat in front of her. We cut back to the meeting at the research facility. RICK is talking via video conference.

RICK: So, what do you think guys?

STEVE: If it's the Air All Blacks Safety Video... why don't we just use the All Blacks?

We cut to ISRAEL and STAN who are sitting onboard an Air All Blacks flight watching the safety video. ISRAEL turns to STAN and says...

ISRAEL: Haven't they done that before?

STAN laughs. We cut back to the boardroom where STEVE pushes a button and we see a holographic display of two All-Black players, SAM and ANTON sitting in a row of aircraft seats. An Australian player, GEORGE, accidentally appears in the middle seat, sandwiched between the two All Blacks.

STEVE: Oops. That's not right.

STEVE pushes another button and GEORGE morphs into another All Blacks player, RYAN. ANTON and SAM breathe a sigh of relief. We cut to all three players still seated in a green grass field with flight attendant DEB standing next to them and a fasten seat belt sign displayed overhead.

DEB: If the seatbelt sign lights up, return to your seat and buckle up.

The seatbelt sign dings and lights up. The All Blacks demonstrate how to fasten and release the seatbelt.

DEB: Seatbelts fit low and tight across your hips. Keep them on throughout the flight. If you need to get up, simply lift the lever like so. If an emergency were to happen during take-off or landing, tighten your seatbelt and place your forehead against the seat in front.

We cut to All Blacks players demonstrating the seatbelt and emergency instructions in their seats.

DEB: Put your feet back and firmly on the floor and hold your lower legs. If there's no seat in front of you or it's too far away put one hand over the other on top of your head, elbows on either side of your legs, feet back and firmly on the floor.

We cut back to the meeting room where CLIFF claps with excitement.

CLIFF: He whakaaroa ano? Any other ideas?

KIERAN: How about we let the fans do the safety video?

We cut to a karaoke lounge in Tokyo, Japan where a man and woman are singing on stage. The All Blacks, SAM, ANTON, and RYAN are sitting in the audience and the female singer sees them and nudges the other singer.

KARAOKE SINGER: Look! The All Blacks!

We cut to the All Blacks seated and smiling at the singers. The singing man sees them and gasps for air. An oxygen mask falls from above in front of him and flight attendant ROB appears next to it.

ROB: If you need some air, oxygen masks will fall from above. Just pull down on the mask, place it over your nose and mouth and tighten by pulling both sides of the elastic.

The male singer pulls the mask over his mouth to demonstrate.

ROB: Don't worry if the bag doesn't inflate, oxygen will flow easily.

A small robot appears, and the female singer and flight attendant DEB place the oxygen mask over its mouth.

DEB: Make sure you've got your own mask on before helping children or those less able.

We cut back to the meeting room where a lifejacket animation appears above the boardroom table.

JESS: Your lifejacket is within easy reach. It's under your seat.

We cut to RICK's office where he is opening a lifejacket at his desk and demonstrating how to place it on and use it properly.

JORDAN: They're easy to fasten sitting down. Just rip back the tag, place it over your head, clip the straps together and tighten. Only pull on the red tab to inflate after you've exited the aircraft.

RICK pulls on the red tab and inflates his life jacket.

JESS: For more inflation, blow into the mouthpiece.

RICK blows into the life jacket mouthpiece. We see a small child sitting wearing a life jacket sitting in RICK's office chair, with RICK and JESS by his side.

JORDAN: We've got lifejackets for all sizes – even infants.

We cut back to the meeting room with RICK speaking via video conference.

RICK: Just so you guys know this lifejacket clashes with my tie.

The group laughs and discusses other options for the safety video.

MICHAEL: How about we let some of the Old Boys handle this video?

We cut to see retired All-Black players MICHAEL, JOHN, DAVID, and BUCK slowly walk towards the camera surrounded by smoke and flashing lights. DEB appears with a leaf blower and starts getting rid of the smoke as a 'no smoking' sign appears behind her.

DEB: Sorry guys, smoking isn't allowed anywhere on this flight. Including the lavatories. Using and charging e-cigarettes is also prohibited.

MICHAEL: If it's time to leave the game or we need to evacuate the aircraft, emergency escape path lighting will show you the way to the exit.

Cut to escape path light leading the way to the boardroom exit and back to retired All Blacks players MICHAEL, JOHN, DAVID, and BUCK.

JOHN: Your crew are now pointing out your exits. They could be behind you. Count the rows to your nearest exit.

Retired All-Black players look back behind them towards the exit. Cut back to the meeting room which shows a plane drawn on the table with exit rows showing in red pathways. Cut back to retired All Blacks players.

JOHN: If we do need to evacuate, leave your bags behind. Come on, fellas.

The retired All Blacks players turn and head back towards the exit. They leave behind an Air All Blacks branded bag. Transition back to the meeting room where RICK is scrolling through cat photos on his phone via video conference.

DEB: Lightweight handheld electronic devices can be used at any time, but must be switched to flight mode first.

Two children at the meeting table, a boy and a girl, excitedly raise their hands.

BOY: Ooh ooh we've got an idea!

GIRL: Why don't you let us kids do it?

FIAO'O: I like that!

A hologram of the boy in the meeting appears in the center of the table. He kicks a rugby ball and it is caught by the girl who is now in the middle of a rugby pitch during a game. She takes off with the ball to score a goal. Cut to ROB the flight attendant who is standing on the sidelines of the game with other parents and children.

ROB: WiFi is not available on this aircraft, but feel free to use Bluetooth. Please switch to flight mode first and then turn on Bluetooth.

Cut to the boy demonstrating how to use Bluetooth on his phone.

ROB: For more information, check your inflight entertainment screen. And remember, all cellular functions must remain off at all times.

Cut to the girl diving and scoring a goal while parents cheer on the sidelines. The boy shows how to keep cell phones secure in your hand.

DEB: Ensure handheld devices are secured in your hand, in your clothing or seat pocket. Stow larger items in the overhead locker or in a bag underneath the seat in front.

A mom puts an iPad with keyboard attached into her Air All Blacks backpack as we cut back to the meeting room where the scene plays out via hologram. RICK ignores the hologram and continues to play with his phone via video conference, annoying Steve.

STEVE: RICK!!

RICK: What?!

RICK jumps in his chair and drops his phone on the floor.

FIAO'O: Shall I give him a ticket?

DEB: If you lose your device in the seat, please call your Flight Attendant for help.

RICK holds up a finger to show he's ok, while on the floor via video conference. Cut to JESS in RICK's office.

JESS: For more information, have a look at the safety card in the seat pocket in front of you.

JESS holds up a safety card. Cut to RICK seated at his office desk.

RICK: Or ask your Air All Blacks flight attendant.

RICK points at the camera with both hands and we cut to STAN and ISRAEL in their airplane seats, watching the safety video.

STAN: When do you think they'll do the next All Blacks safety video?

The Australian Rugby player GEORGE stands up from the seat row behind them and leans over to join the conversation.

GEORGE: Four more years probably.

STAN, GEORGE, and ISRAEL laugh. We zoom out to an Air All Blacks plane hologram above the meeting room, with two flight attendants, ROB and DEB standing in front.

DEB: Thanks for flying Air All Blacks.

ROB: Kia kaha go the All Blacks!

Everyone at the meeting table stands up and shakes hands. Cut to black screen with Air New Zealand logo illuminated in center. Credits roll showing the pictures and names of those in the video.

END.