

“Life is for the living”

A commercial for Royal Caribbean, advertising adventure and thrill

(Opening scene, skeletons hunch on a couch, listlessly watching TV)

Narrator: “Mundanity”

(A skeleton microwaving a sad meal, tossing its used box into wastebasket full of the same)

Narrator: “Monotony”

(An office skeleton stamping forms before pushing them on)

Narrator: “A fate worse than death”

(The office skeleton wanders over to window to gaze upon glimmering cruise-ship docked in the distance)

Narrator: “Life is for the living”

(Families on deck watching a massive projected film)

Narrator: “Share it”

(Cruise guests sampling food at an open air hibachi)

Narrator: “Savor it”

(Cruise-liners writing on a photo-postcard of them jet skiing)

Narrator: “Live it to the fullest”

(Follow as the postcard is dropped into a darkened mailbox, then removed and opened by our office skeleton)

Narrator: “Because life isn’t just making a living”

(The skeleton grabs hat, dons his Hawaiian shirt, and heads for the beach where the ship lies docked)

Narrator: “It’s about making memories”

(Company name)

Narrator: “ Royal Caribbean Ready to live life to its fullest? Welcome aboard”