

Southwest Airlines
“Goldfish”
SPEC Commercial Treatment

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Two little girls are playing in a room. One little girl turns and shows her friend her goldfish and says, “Look, my goldfish’s grew his tail bigger overnight! Isn’t that cool!” The other, precocious girl replies: “Goldfish don’t get bigger tails at night! Your other one probably died and your parents bought you a new one without telling you!”

Long Pause - Then quickly we see shots of bewildered parents from the previous day that are planning an executing the replacement of said dead goldfish. Back in present day, the girl comes up to her parents with her new goldfish in hand and starts sobbing. The parents are embraced, pause, and look at each other in bewilderment. Tagline - “Wanna’ get away? You are now free to move about the country.”
