

PRODUCTION SCRIPT
CLIENT & SPOT TITLE

AE: Dennis Hubbard
Contact: Delina Roberts

Script: Borjon Auto Center
Phone: 805-835-4417

Version: It's Your Choice
Date: 5/31/13

Scene/Shot	AUDIO	VIDEO	SFX	CG
<i>Example:</i> Scene 1/ Shot A			<i>This column can be removed if not needed</i>	<i>Can put timecode in to denote timing for graphics (format 00:00:00:00)</i>
Or 1 / A	WOMAN: Eeny, meeny miny, mo	EXT - CAR LOT - DAY Woman, 30-something is standing in front of a row of cars pointing at them one at a time. A GMC Terrain SLE-1 with \$199/mo. in huge type on the windshield. A GMC Yukon Denali with 1.99% APR OR \$2500 Customer Cash on the windshield. A Buick Regal with 0% APR AND \$500 Cash Back on the windshield. More cars are to the right and left as well as behind these. Making the lot look very full. Dealer walks up beside the woman.		
1/B	DEALER: Hi. Can I help you with something? Woman: Oh, I'm just trying to pick a new car. You have so many models to choose from.	MS front view of the dealer and woman. Behind them you see the car dealership building with a huge banner that says "It's Your Choice Event"		
1/C	WOMAN: And so many great deals on such high quality cars! I just can't decide!	Cut back to the shot with the cars with the offers on their windshields.		

1/D	<p>DEALER: Yes it's the - It's Your Choice Event. Choice cars, choice deals and lots to choose from.</p>	<p>Cut back to MS front view of the dealer and woman.</p>		
2/A	<p>VO: (Male) Come in to Borjon Auto Center for a test drive today. With so many choices it's no wonder we've been the #1 GMC dealer for 21 straight years.</p>	<p>Distant shot of the dealership and cars.</p>		<p>(Logo and type appear over the shot.) Buick logo and GMC logo Borjon Auto Center Paso Robles logo www.borjonautocenter.com 805-835-4417 2345 Golden Hill Road, Paso Robles, CA (Offer details flash on screen one at a time.) 2013 GMC Terrain SLE-1 \$199 per month for 39 months \$3,069 due at lease signing after all offers. <i>(legal in small type) No security deposit require Tax, title license and dealer fees extra. Mileage charge of \$.025/mile over 39,000 miles. At participating dealers only.</i> 2013 GMC Yukon SLE-1 1.99% APR for 60 months for qualified buyers (1) OR \$2,500 Customer Cash (2) <i>(legal in small type) (1) Not available with some other offers. Monthly payment is \$17.49 for every \$1000 you finance. Average example down payment is 12.1%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.</i> 2013 Buick Regal 0% APR for 60 months for qualified buyers (1) AND \$500 Cash Back (2) <i>(legal in small type) (1) Not available with some other offers. Monthly payment is \$16.69 for every \$1000 you finance. Average example down payment is 10.5%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.</i></p>

3/A	WOMAN: Eeny, meeny miny, mo ... DEALER: (Sighs)	EXT - NIGHT - CAR LOT It is now night and the woman still is standing in front of a row of cars pointing at them one at a time.	Cricketts	
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Additional Notes: Based on my research on the dealership and it’s website, competitive advantage seems to be the choice they offer their customers in terms of selection and the high quality cars. I recommend using a positioning of “choice” instead of just doing a seasonal “Hot Summer” promo. Build the promo around the competitive advantage and call it the “It’s Your Choice Event”. This gives a platform to really sell the benefits of the dealership in a way that is integrated with the offers.

I certify that I have read this video/ audio script carefully and have made all necessary changes. I understand that the final commercial will include these elements and that the producer / editor may make minor changes as deemed necessary to improve the final product. Changes to this commercial after this script is approved may result in additional production charges.

Client Signature _____ **Date** _____

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*Narr = Hear voice, person speaking not on screen
 VO = Voice Over. Person speaking on screen
 CG = Computer Graphic. See info on screen.
 MS = Medium shot, waist to shoulders up
 WS: Wide shot*

*OPT = Optional
 DVE = Digital Video Effect
 BUG = Carried throughout commercial
 CU = Close up
 OTS: Over the shoulder shot*