

PRODUCTION SCRIPT
CLIENT & SPOT TITLE

AE: Dennis Hubbard
Contact: Delina Roberts

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

Version: Cool Cars
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	DEALER BOB: What are you doing Jake?	EXT - CAR LOT - DAY Man (Dealer Jake), 30- something is standing in front of a GMC Terrain SLE-1. Man is wearing a polo shirt with the BJAC logo on it. There is a giant umbrella off to the left of the car shading it and Dealer Jake stands to the right fanning the car with a giant woven fan. In front of the car there is an enormous glass of iced tea with a bendy straw going up to the grill of the SUV as if the car is drinking it. A second man, Dealer Bob walks up to Dealer Jake beside the car.		
1/B	DEALER JAKE: Just making sure our cars are cool for the Cool Cars, Hot Deals Event.	CU on Jake. Behind him you see the car dealership building with a huge banner that says "Cool Cars, Hot Deals Event".		
1/C	DEALER BOB: Um, Jake It is supposed to be cool as in hip not cool as in chilled. Dealer Jake: Oh Right.	MS on the two men standing close together beside the car.		

<p>2/A</p>	<p>VO: (Male) Hurry in to Borjon Auto Center and get a great deal on our most popular models.</p>	<p>EXT - CAR LOT - DAY Shot of the GMC Terrain SLE-1 , GMC Yukon Denali and Buick Regal together.</p>	<p>(Logo and type appear over above the cars.) 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 belo the carss 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>
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3/A	DEALER BOB: Really?	EXT - CAR LOT - DAY Cut back to shot of Dealer Jake beside the car. The umbrella, fan and iced tea are gone. Now he is putting a ginormous pair of sunglasses on the car. Dealer Bob stand in front of the car watching him.		

Additional Notes: This is another option if the client is flexible on the name of the promotion.

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** _____

Charter Media

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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*