

TV ad: 60 seconds - narrative
Client: Chevrolet
By: Stuart Greenfield

Title: It's OK it's a Chevrolet – mini epic

Direction: Feature film quality, this is a mini epic. Orchestral music with some of the Chevrolet inspired rock tracks of the eras.

We are creating a visual branding connection around the bow tie symbol (heritage) and the super positive symbol that drivers could use to identify themselves to other Chevrolet drivers. This could also be created into a viral film where different story lines from the history of the brand could be created. A technical version could have on screen supers explaining the technology break through successes such as the overhead head and fuel injection was patented by GM/Chevrolet.

The story of a legend – narrative/plot

We are in Switzerland; this is made obvious by the set

It's 1901 a small boy (called Louis) stands by his father who is noisily drilling into the case of a beautifully crafted watch. All around him are exquisite watches and awards hung on the wall. The father is wearing a bow tie. The little boy shouts over the noise of the drilling **'Is it Ok dad'**, dad looks at the boy briefly and smiles and just makes the OK sign with thumb and fore finger. (This may not be the full modern sign but we could imply this was the first time it was ever used)

Clock count 10sec

Cut to:

We are now in USA, we know this because of the garage adverts and the American stars and stripes flag hung across the rafters. It's a small car factory, and the radio is blaring out 1920's music although we can't hear much of it over the sound of the engine noise. We may notice a little brochure showing a cross Atlantic steamer SS Majestic and the text 'Come to Canada and make a new life' (but this is peripheral information). (Louis is in the factory's test lab working on a new engine design - V8 overhead camshaft)

We then cut to Louis, he is 28, sweating over a noisy engine (quite a hunk) his tie dangles dangerously across the overhead cam of the engine and as we look, a beautiful girl holding his lunch box (the sandwiches! - Who is obviously his girl friend) grabs the tie just before it gets tangled in the engine. She shouts **'are you OK Louis'** as she grabs his arm briefly, over the noise of the engine, he just makes the OK sign back with a really sexy smile. She ties the tie into a bow tie and leaves it on the bench next to the engine. (We briefly cut to this). (OK historically it could be the Swiss flag that makes Louis design the logo!)

Clock count 20sec

7/12/2010

Cut to:

1920's Indianapolis race track and Louis is in his car, and he is wearing a bowtie. We are on the starting lane/pit lane, He looks up at the pit crew manager and we see the Chevrolet logo emblazoned on the back of the steering wheel and right across the front of the car. The noise is incredible and the pit manger shouts '**Everything OK**', Louis with a huge smile makes the OK sign and the car roars off. We then cut to Louis finishing the race and walking into the pits, there is Chevrolet branding everywhere, the team are obviously winners, His beautiful wife (Now in here late 20's) is standing next to her little boy (in a bow tie) and a little slightly older girl who are in front of a Chevrolet car of the era. They both make the OK sign to him smiling.

Clock count 30sec

Cut to:

We then cut to his home in a US suburb and we see a brand new Chevrolet sports car (circa 1930's) out side with a big golden bow around it and we see his beautiful daughter run out, jump in an rev the engine, over the noise Louis standing next to his wife(they are older) shouts; '**Is it OK**', she puts both hands up making the OK sign.. And shouting, '**of course it's OK it's a Chevrolet**'. This is obviously her 21st Birthday present as her younger brother, who looks too young to drive is in the group and smiling happily.

Alternative scene, the female driver could be a descendant.

*We are at a NASCAR event (its 1970) a gorgeous female racing driver is in the pit lane just about to get into her Chevrolet and go out onto the track. Over the roar of cars the pit lane manager shouts, '**are you OK?**'. She climbs in and roars off making the OK sign. We see the Chevrolet crossing the line to the chequered flag.*

Clock count 40sec

Cut to... *music builds.... Its 2010 and Louis's descendants are on holiday with their baby boy. This is a well dressed good looking and fashionable family. (It could be the descendents but doesn't have to be as the connection is the museum which was the starting point of the Chevrolet story).*

We are back in Switzerland and the family group are visiting the old watch factory, we see the original bench where great granddad made his watches and the watch we saw earlier is in a cabinet, it's a museum now. (Picture on the wall of Louis and some Chevrolet memorabilia). Mother is pushing a pram with her baby boy in it wearing a little golden bow tie. Father points out picture of the Atlantic shipping brochure to establish link perhaps.

We then see the car cut to dad lifting the boy into his car seat in a Chevrolet 'Captiva' parked at the entrance to the museum. Grandad (he looks a bit like Louis) is sitting in the front passenger seat he turns round (we can see the interior of the car and he has a Chevrolet watch on) and says to his daughter and son in law who are by the open back door of the car, '**Are you OK?**', She says, '**Of course dad ...everything's OK... it's a Chevrolet**' ... laughing and making the sign, the little boy also makes the sign. (Ahh!). They get in and drive off.

Clock count 50sec

Voice over. ***It's been 100 years since our journey began and it's still always OK when it's a Chevrolet.***

Final Super: **It's OK... it's a Chevrolet** appears on screen as a Chevrolet Volt drives passed them with driver giving the OK sign.

Clock count 60sec

Note: This works in all European languages