

Continental Tires 2017 Commercial Campaign for College Basketball Featuring Dan Patrick

The Smooth Ride

ACTION: A Yellow Cab taxi pulls up with Continental Tires on its rims. Suit pants enter the backseat and the driver clicks on the radio. We hear the familiar sound of smooth, confident Dan Patrick doing the analysis of what sounds like a basketball game, but in truth is the taxicab ride. Quickly the focus turns to the tire performance in a play-by-play.

SCRIPT: “The key to success in this game is ambition. But the best of the best make it look it easy.”

ACTION: It’s rough outside with the hectic traffic and bad roadways, yet inside the cab ride is smooth. Tires turn, the taxicab speeds up to pass other drivers.

SCRIPT: “From what I’ve learned, there is nothing worse than being boxed out on a drive.”

ACTION: Tires come to an abrupt stop in a traffic jam as protestors take it to the streets, but the taxicab is quick to find another route.

SCRIPT: “You’ve got to dodge those barriers—those blockers—and angle around them in order to pass.”

ACTION: The taxicab makes harsh turns, dodging obstacles such as construction cones and shows durability riding over potholes, but inside the driver has not broken a sweat. He listens intently to the radio while driving calmly.

SCRIPT: “It’s hard to know where to turn amidst the chaotic noise and confusing signals.”

ACTION: We hear horns honking. Inside the backseat a bottle of water rests on the passenger’s briefcase. The water inside the bottle is motionless. The unknown passenger picks up the bottle and takes a sip of water. Hearing this sipping sound over what sounds like the radio, the taxicab driver looks in the rearview mirror confused. Reveal Dan Patrick speaking in the backseat. He’s been speaking from the backseat the entire time.

SCRIPT: “But when you are the greatest, hitting your mark is effortless.”

ACTION: Dan Patrick takes two tickets to the basketball game out of his shirt pocket as the taxi arrives at its destination, an arena (possibly MSG) where a college basketball game is being played. He exits the back seat and we pick him up outside the cab.

SCRIPT: “Continental Tires. Because the ride is smooth...”

ACTION: Dan Patrick approaches a beautiful woman whom awaits him under the Marquee. They join arms and he looks over his shoulder to the camera.

SCRIPT: “...and Dan Patrick is smooth.”

ACTION: Dan Patrick escorts the woman into the arena, where the Marquee reads: State University VS Army. End on the logo and tagline: Continental Tires. For What You Do.

MOOD/STYLE: shot with elegance, smooth and sleek, use of reflections from the glimmer of the taxi to the water in the potholes. Pretty ladies, short dresses, high heels and legs on the streets in the background. There is a lot of chaotic noise outside, but it’s quiet/ smooth inside the taxi. Jerky camera when outside the camera, smooth dolly moves inside.

CONCEPT NOTE: Dan Patrick’s Strengths- smooth speaking, not frantic, well-prepared, knowledgeable, confident. This is how Dan Patrick presents himself in what he does and that is what the tire will do for your ride.

Storyboards (See attached)

SHOT 1: CU from the curb. A yellow cab taxi pulls up with Continental Tires on its rims. Camera pulls back from the front tire to the rear tire as suit pants and snazzy shoes enter and shut the door. Colorize this and use Continental Brand color –Gold for the cab.

SHOT 2: Taxi Cab pulls out towards the camera into hectic NYC traffic. Pan with Taxi right to left.

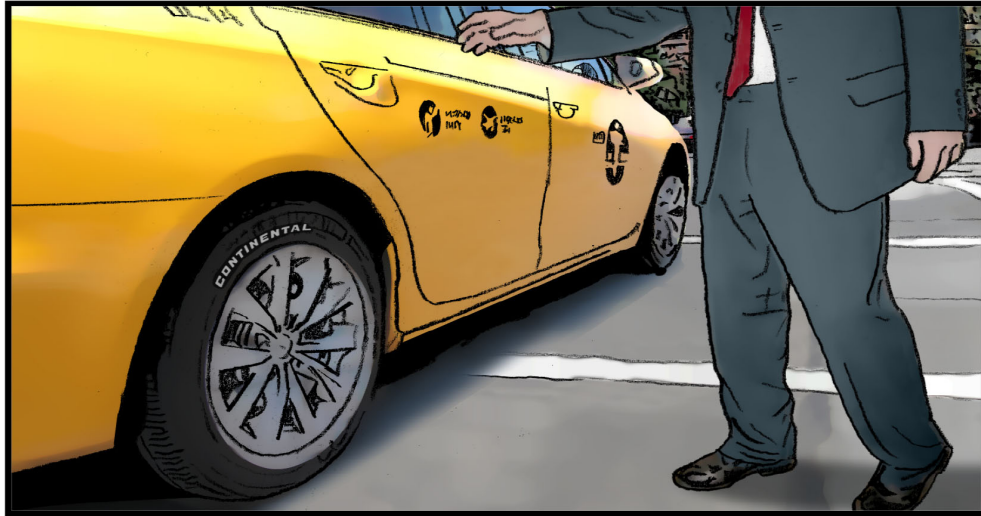
SHOT 3: ECU Radio. The taxi driver turns on the radio knob. Pull back to a full of the taxi from the back seat revealing the profile of the driver. He is calm and collected and listens to the commentary of Dan Patrick’s smooth confident voice.

SHOT 4: EXT NYC Streets Taxi swerving past a construction cone (smoke rising from it) and a pothole.

SHOT 5: Medium Dan Patrick speaks in back seat of the cab. (center)

SHOT 6: Under the Marquee Dan Patrick, arm in arm with a pretty woman, looks over his shoulder towards camera (positioned where the cab is) as he escorts her into the arena.

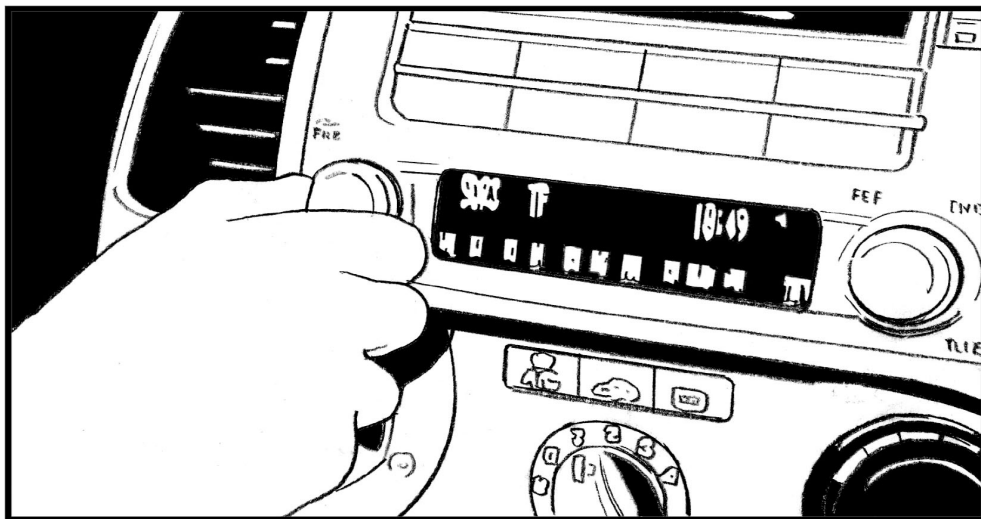
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