

General Tire 2017 Commercial Campaign for Sports Fishing Featuring Randy Howell and Rick Clunn

Flip The Jig

ACTION: A light pick up truck pulls a boat up a winding road towards the camera. Cut to: inside the truck, Randy Howell drives and talks to the camera as if it's a behind the scenes interview.

SCRIPT: Randy Howell, "Once you win a Bassmaster Classic, you can't stop. That need to win never leaves you."

ACTION: Close Up of General Tires on the truck as it arrives at the tournament. Cut to: a wide shot of the parking lot. Rick Clunn stands outside his truck, which is parked adjacent to Randy's. Rick's boat is also in tow; General Tires on every wheel. Rick takes out his tackle box and Randy gets out of his truck. The two anglers have a stare down exchanging a competitive look.

SCRIPT: (Randy Howell VO) "Where he lost me is when he flipped the jig."

ACTION: Close up of Randy Howell looking at something out of view. Cut to a full shot head on view of a stage. Rick Clunn performs an Irish Jig to the applause of the crowd. Cut to Randy Howell shaking his head in defeat. He drops his tackle box and a dance costume falls out.

End on the logo and tagline: General Tire. Anywhere is Possible.
Pop back in on the trucks in the parking lot. Rick Clunn celebrates with his trophy.

SCRIPT: "Better luck next time Randy. Whooa!"

CONCEPT NOTE: In each subsequent commercial the anglers are competing in oddball events and that's why you want to keep watching and visit the website to see what they do next.

Storyboards (See attached)

SHOT 1: Wide shot pick up truck driving towards camera on winding road. It tows a boat.

SHOT 2: Close up Randy Howell driving and talking to the camera. Camera outside front passenger seat window

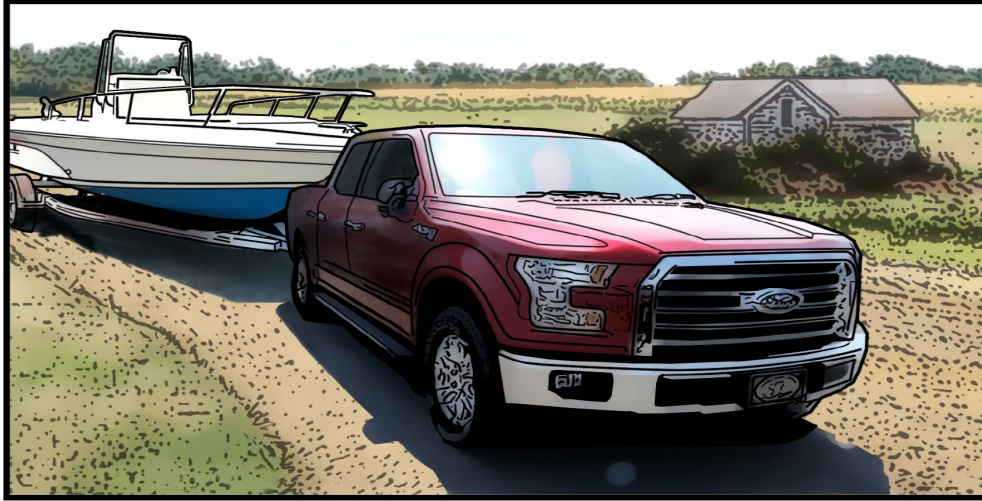
SHOT 3: Wide shot trucks side by side in parking lot. Wooded area in the background.

SHOT 4: Close up of Rick Clunn staring down Randy Howell

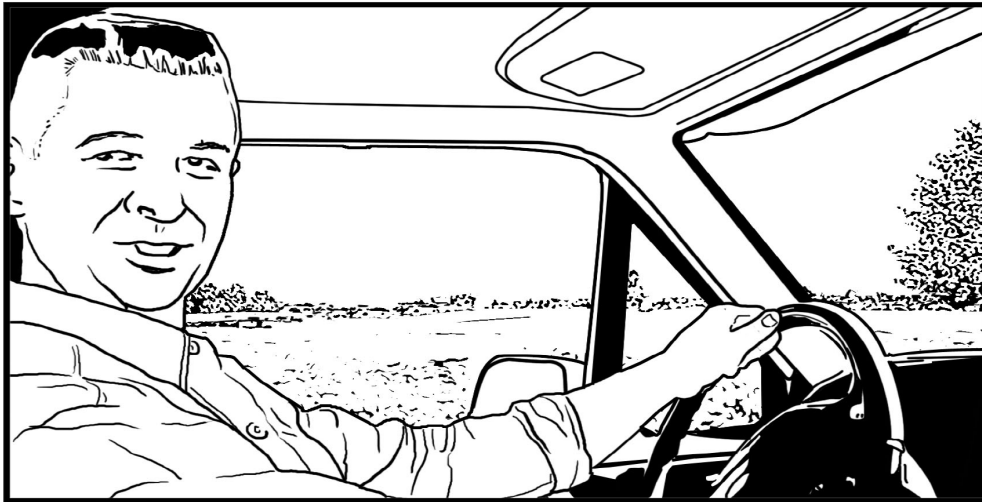
SHOT 5: Close up of Randy Howell looking disappointed and defeated. Off stage left curtain behind him.

SHOT 6: Full shot Rick Clunn doing an Irish Jig on stage.

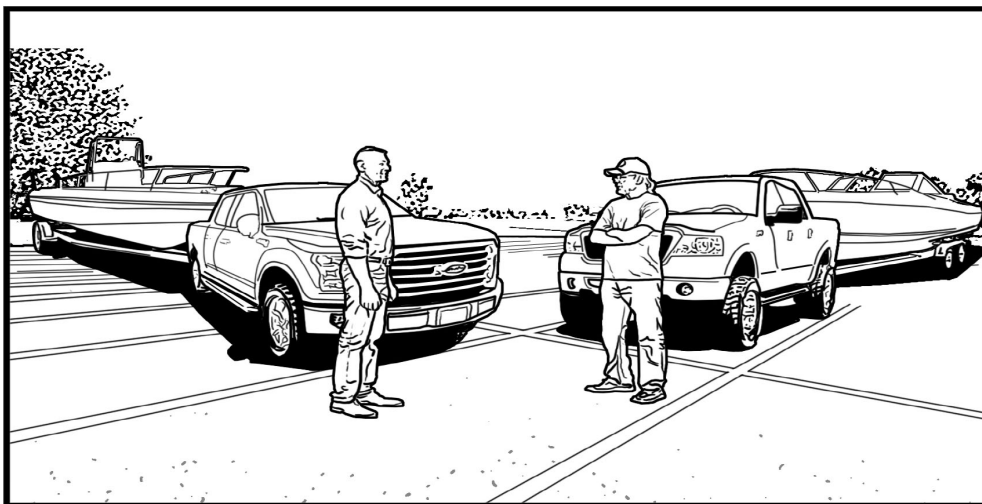
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