



6/4/2014

Client: AUDI
Product: AUDI RS7
Title: Rebel
Length: (Undetermined)
Writer: Ade' Craig

VIDEO

AUDIO

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1. TIME LASPE - THE SUN RISING BEHIND A GERMAN-COLONIAL STYLE HOME. PROMINENT IN THE FG ARE AUTUMN LEAVES, FALLING ON TOP OF A RED AUDI RS7, WHICH HAS JUST STARTED UP.
SFX: ALARM CLOCK BUZZING ABOVE '**THE VERVE, BITTERSWEET SYMPHONY-ZIMBO REMIX**' BEGINNING SOFTLY. THE SUBTLE SOUND OF A SLIGHT BREEZE BLOWS AS AN AUDI ENGINE REVS UP, GAINING LIFE AND FIERCENESS.
ANNCR: It's fall. Gone are warm picnic days and endless love.
 2. CUT TO: A MAN UNBUTTONING A BLACK SHIRT INSIDE AN AUDI. WE NOTICE THE FINE LEATHER TRIM AND EXQUISITE CUP HOLDERS.
SFX: AUDI ENGINE IDLING, **ZIMBO REMIX** STARTS FROM .05sec mark.
ANNCR: Real life taps on your shoulder. He tells you to fasten that top button...
 3. CUT TO: A KITCHEN ISLAND - ON TOP RESTS A MANUAL COFFEE GRINDER WITH SEVERAL COFFEE BEANS STREWN ABOUT.
SFX: AUDI RS7 V8 ENGINE REVVING HARDER. **ZIMBO REMIX** STARTS FROM .10sec mark.
ANNCR: And show deference to caffeine as it binds to the adenosine receptors in your brain.
 4. CUT TO: AN AUDI DOOR CLOSES SHUT AND STEAM BILLOWS UP FROM WHERE COFFEE WAS POURED ON THE GROUND.
SFX: **ZIMBO REMIX** STARTS FROM .16sec mark.
ANNCR: After all...
 5. CUT TO: OFFICE SPACE WITH SLUGGISH, ZOMBIE-LIKE WORKERS ENGROSSED IN MOTONONY.
ANNCR: It's what's keeping your co-workers alive.
SFX: **ZIMBO REMIX** STARTS FROM .22sec mark, BENEATH AN AUDI ENGINE ROARS.
 6. CUT TO: HAND SHIFTING A MANUAL CLUTCH INSIDE A MOVING AUDI.
SFX: THE SOUND OF THE AUDI R7's ROBUST ENGINE.
ANNCR: Or you could rebel? Matter of fact, you should rebel and send your brain on a one-way voyage to



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dopamine island.

7. CUT TO: AERIAL VIEW OF A AUDI RS7 4.0 MANEUVERING THROUGH COMPACT CITY STREETS OF WESTERN EUROPE.
SFX: AUDI ENGINE BLASTING, **ZIMBO REMIX** STARTS FROM .30sec mark.
ANNCR: In an Audi of course. A precision tuned nerve cell activity enhancer.
8. CUT TO: THE AUDI PASSES BY AN ANTIQUATED IMAGE OF AUGUST HORCH DISPLAYED ACROSS A BILLBOARD.
ANNCR: I mean come on, AUGUST HORCH said it best himself: *Any car that merely takes you from A to B does not go far enough.*
9. CUT TO: FRONT SEAT A MALE DRIVER TURNS UP THE RADIO. CLOSE UP: BANG & OLUFSEN SPEAKER AS HE GRIPS THE STEERING WHEEL (CLOSE UP OF FAMOUS RINGS) WITH BOTH HANDS AND SMILES.
SFX: **ZIMBO REMIX** STARTS FROM .45sec mark.
ANNCR: That's it! Take initiative and push that limitless V8 engine further.
10. CUT TO: AN AUDI RS7 MOVING FAST ALONG THE AMSTERDAM COASTLINE. DOWN BELOW TO THE RIGHT IS THE NORTH SEA, CRASHING INTO ROCK.
SFX: **ZIMBO REMIX** CONTINUES, THE AUDI ENGINE SOUNDS LIKE A SPACE SHIP.
ANNCR: How far? The coast of Amsterdam sounds sweet. Perhaps C lies there.
11. CUT TO: AUDI RS7 PARKED ON THE SHORE OF THE NORTH SEA. IN THE BG, A LADY HAS WASHED ASHORE. AFTER A SHORT STARING BEAT, THE MAN EXITS THE CAR.
SFX: **ZIMBO REMIX** FADES OUT LOW AT .57sec mark. AUDI ENGINE IDLES OVER THE SOUND OF THE OCEAN.
ANNCR: Well, stop staring and get out there!
12. OSS: A MAN RUNNING TO THE SHORE, BLANKET IN HAND. IN THE BG, STEAM FLOWING FROM AN AUDI EXHAUST.
SFX: **ZIMBO REMIX** REINTRODUCED STRONG AT 1:11sec mark, HARD BREATHING AND THE SOUND OF THE OCEAN.
13. CUT TO: A MAN GIVES MOUTH-TO-MOUTH
SFX: SOUND OF WAVES CRASHING.



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RESUCITATION TO A LADY
AS WATER WASHES ASHORE.

14. SHOCKED, THE MAN
PULLS BACK. THE LADY
GAINS CONSCIOUSNESS AND
WE SEE IT'S SCARLET
JOHANSSON.
THE MAN FOLLOWS SUIT
AND WRAPS THE BLANKET
AROUND SCARLET.
- SFX: **ZIMBO REMIX** HARD STOP AT
1:16sec mark, IMMEDIATELY AFTER, THE
SOUND OF WATER BEING COUGHED UP.
- ANNCR: She's freezing. Wrap the
blanket around her.
SFX: SOUND OF BREATHING.
15. SCARLET JOHANSSON IS
INHALING AND EXHALING
SLOWLY. SHE GLANCES AT
THE MAN STRANGELY, THEN
AT HIS CAR.
SPEECHLESS, THE MAN
SIMPLY NODS HIS HEAD.
- SFX: SOUND OF SCARLET BREATHING.
UNDERNEATH, THE CALM OCEAN.
- SCARLET: That's your car?
SFX: SILENCE EXCEPT FOR THE WATER
AND THE IDLING CAR IN THE BG.
16. CUT TO: AUDI
PASSENGER DOOR CLOSES,
MAN RUNS AROUND TO THE
DRIVERS SIDE AND GETS
IN.
- SFX: A DOOR CLOSING, AND ONLY THE
SOUND OF THE OCEAN.
17. AUDI MOVES ON THE
SAND ALONG THE
SHORELINE TOWARD THE
SUNSET. OCEAN ON THE
RIGHT, MOUNTAINS ON THE
LEFT.
- SFX: AUDI ENGINE REVVED UP, BELOW
THE SOUND OF OCEAN.
18. CUT TO: DEALERSHIP,
WHERE OUR MAN CLOSES
THE AUDI BROCHURE.
LOOKS UP AND SEES
SCARLET J, HOLDING A
KEY.
- SFX: SILENCE EXCEPT FOR A LIGHT
CHATTER AND **BITTER SWEET SYMPHONY-
CLASSIC VERSION** BEGINNING LOW
AT .17sec mark.
FEMALE VOICE: Sir, your Audi is
ready.
19. THE MAN SMILES AND
SCARLET HINTS FOR HIM
TO PASS THE BROCHURE TO
THE OTHER CUSTOMER,
LOST IN AN ABYSS OF
TEDIUM. THE MAN PASSES
- SFX: LIGHT CHATTER ALL AROUND.



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IT OVER, GETS UP AND
TAKES THE KEY.

20. OVERBLACK: "A TRUE
PIONEER KNOWS
IMAGINATION CARRIES US
TO WORLDS THAT NEVER
WERE, AND WITHOUT IT WE
GO NOWHERE."

SFX: **BITTER SWEET SYMPHONY-CLASSIC
VERSION** JUMPS AND CONTINUES
FROM .47sec mark.