

GlueFactory

Product: Dodge Pickup :30 second TV
Note: Location & Stunts already coordinated

www.gluefactoryproductions.com

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visual

Fast cuts of construction site.

SFX

High Octane Music &
ambient sounds



visual

Dolly into shot of 2 workers.
Wide Angle, with pushed
perspective on a job site.

On Camera - "I'm jimmy and
this is Mike."



visual

Cut to tighter shot, Jimmy only

Jimmy - "We're working hard
every day building tomorrow's
homes and offices."

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visual

Cut to Mike holding lunch box and smiling with a goofy look.

V.O. Jimmy

“Besides our lunch box, our safety and our good looks, we depend on our quality tools get the job done right.”



visual

Cut to Jimmy, tight shot

Jimmy - “Probably our most important tool though, is our Dodge Truck Super Cab. Tough. Reliable. It gets us to work, hauls everything, and best of all, it gets us home after a hard days work.”



visual

Long shot of Jimmy standing on the edge of a balcony, several stories up.

SFX - End of day whistle

Jimmy - “Mike here here can hardly wait to get into his Dodge Truck Super Cab.”

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visual

Mike comically falling though the air, shedding his vest and hard hat as he falls.

SFX - Wind, Falling sound

VO - Jimmy

“Mike here really pushes his Dodge Truck Super Cab to the limit though, that nut”



visual

Mike falling towards a New Dodge Truck Super Cab at the base of the site, full of water.
(Note: this image is only to represent the new truck)

VO - Jimmy

“There he goes again!
I wouldn't try that with a Ford, that's for sure!”



visual

Mike splashes into the bed of the truck full of water. Cute girl waiting patiently for his arrival.

On Camera Girl -

“What took you so long?”

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visual

A refreshed Mike and girlfriend drive off, water gushing out the back of the now open gate.

SFX - music

V.O.

No matter how you use it, when you depend on your truck, it's got to be a Dodge. Built Ram Tough.

Disclaimer. Professional Stunt man. DO NOT TRY THIS... EVER!

