

Ex. Shot: Straight Overhead Eagle Eye

Our car is on a dirt road going fast. Noticeably bouncing around. The scenery is lush. The car turns out onto an open road and the camera quickly pans up.

Narrator: Have you ever wanted a car...

Ex. Shot:

The camera pans back down and catches up to the car going fast on a similar but much more open road. Camera takes viewers wide and to the side of the car showing speed and a sweeping landscape.

Audio: Slight engine noise

Narrator: ...that's so versatile...

Cut: Quick blink of the camera

Camera is facing the car backward as the car speeds on the highway.

The car overtakes the viewer and flips upside down. As if the viewer is eaten up by the car's speed.

Audio: Louder engine noise

Narrator: It can basically do anything?

Animation:

The upside-down shot now shows the underbelly of the car in clean chrome and slow motion.

Cut to Int. Shot:

The car is parking itself in a busy downtown district. Driver has hands off the wheel.

Camera flies upwards to show a skyline.

Narrator: Lucky for you (car company) just made one. The all new (car) from (company). Good on gas, great for well, just about anything.