

SHOOT FIRST Pictures
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Chuck **Nash** Auto Group
Treatment by Ken Lewin

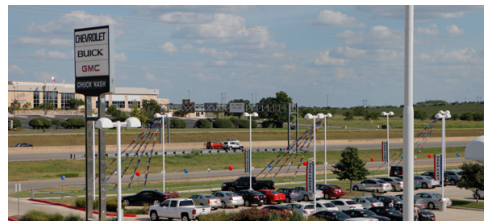
CENTRAL TEXAS IS A THRIVING COMMUNITY COMPRISED OF PEOPLE FROM ALL WALKS OF LIFE — OLD-SCHOOL RANCHERS, HIGH-TECH HIPSTERS, BUSINESS-PEOPLE, STUDENTS, AND MANY OTHER UNIQUE INDIVIDUALS. RESPECT FOR HARD WORK, CREATIVITY, AND HELPFULNESS FORM A COMMON BOND. WE ALSO APPRECIATE A GOOD VALUE, GREAT SERVICE, AND NO MATTER OUR VOCATION, VEHICLES ARE INTEGRAL TO OUR LIFESTYLES. CHUCK NASH AUTO GROUP RECOGNIZES AND REFLECTS THESE IDEALS.

KNOWLEDGEABLE SALES, SERVICE, AND FINANCE TEAMS, A VARIETY OF MAKES AND MODELS, AND A CONVENIENT LOCATION ON THE NORTH END OF SAN MARCOS MEAN THE CHUCK NASH AUTO GROUP HAS SOMETHING FOR ALL CENTRAL TEXANS.

IN OUR AD CAMPAIGN, WE'LL TELL A STORY ABOUT CHUCK NASH AUTO GROUP THAT IS MORE THAN JUST A "LOW! LOW! PRICES" LOCAL DEALERSHIP COMMERCIAL.

Our story demonstrates how Chuck Nash Auto Group is in the business of building relationships with Central Texans that last a lifetime. We'll focus on the real people who work at the state-of-the art facility and their interactions with diverse customers.

OUR STORYTELLING HIGHLIGHT WILL BE A CHUCK NASH AUTO GROUP "ANTHEM" COMMERCIAL, WHICH PROVIDES AN OVERVIEW OF THE FACILITY AND EMPLOYEES AND THE IMPORTANT ROLE THEY PLAY IN THE LIVES OF CENTRAL TEXANS WHO MAKE THE WEIGHTY DECISION TO PURCHASE A VEHICLE. THE CINEMATOGRAPHY WILL DEPICT POIGNANT STORIES OF HARD-WORKING, NEIGHBORLY FOLKS BUYING AND SELLING VEHICLES ALL SET TO THE MUSIC AND LYRICS OF AN UP-AND-COMING, GENUINE, LOCAL COUNTRY MUSIC STAR.



OUR STORY BEGINS WITH AN “ANTHEM” :30 SPOT FOR BROADCAST, YouTube, CHUCK NASH AUTO GROUP WEBSITE AND ANY OTHER SOCIAL MEDIA/WEB OUTLETS.

GENUINE, FRIENDLY EMPLOYEES HELPING REAL PEOPLE WITH KEY VEHICLE PURCHASES AT A CONVENIENT, STATE OF THE ART FACILITY IS THE THEME OF OUR “ANTHEM.” EVERY SHOT WE INCLUDE REINFORCES THE THEME.

THE ORIGINAL MUSIC WILL IMMEDIATELY HOOK THE VIEWER AND WE’LL KEEP THEM WATCHING WITH AN AMAZING, CINEMATIC OPENING. ONE IDEA FOR THIS IS TO UTILIZE THE LATEST IN REMOTE CONTROL CAMERA-SUPPORT HELICOPTERS TO CREATE A SWEEPING VISTA AS THE CAMERA FLIES OVER THE DEALERSHIP TO SHOW THE MANY MAKE AND MODEL OPTIONS. SHOT AT THE RIGHT TIME OF DAY TO INCLUDE BEAUTIFUL MORNING OR AFTERNOON LIGHT, THIS OPENING ALONE IS A GREAT WAY TO REMIND THE VIEWER OF THE CHOICES AND PEOPLE WHO AWAIT AT CHUCK NASH.

After decades of interfacing with clients, the staff of Chuck Nash has taken customer service to another level. It’s the reason customers are willing to drive in from New Braunfels, Lockhart, San Antonio and Austin — because of the staff, plain and simple. Use this spot to ensure a lengthy shelf life and emphasize the personable service that has made the Chuck Nash Auto Group what it is today.

BASED ON OUR VISIT TO CHUCK NASH AUTO GROUP, WE ARE EXCITED TO FEATURE THE REAL PEOPLE OF NASH IN OUR SPOT(S). WE INSTANTLY FELT THEIR WARMTH, HELPFULNESS, AND KNOWLEDGE. FROM OUR EXPERIENCE IN MAKING DOCUMENTARIES, WE KNOW IT WON’T BE DIFFICULT TO FIND REAL EMPLOYEES WHO AREN’T CAMERA SHY. WE KNOW THESE STAFFERS ARE THE MAIN REASONS CUSTOMERS CONTINUE TO COME BACK YEAR AFTER YEAR, TO BUY THEIR VEHICLES FORM CHUCK NASH, AND WE WANT TO CELEBRATE THAT FACT.

CHUCK NASH AUTO GROUP'S HUGE SELECTION OF TRUCKS, CARS, AND SUVs IS DEFINITELY A VISUAL TALKING POINT. THE DIFFERENT BACKDROPS INSIDE AND OUTSIDE THE DEALERSHIP, WITH SO MANY MAKES AND MODELS, ALLOW US TO TRULY SHOWCASE CUSTOMERS FROM DIFFERENT WALKS OF LIFE AND TO INCLUDE SOME SURPRISING MATCHES OF CUSTOMERS WITH CARS TO ADD SOME HUMOR AND INTEREST.

SOME VIGNETTES WE CAN FILM INCLUDE:

A FATHER INDICATES TO HIS SIXTEEN YEAR OLD THAT A CAR IS THEIR NEW VEHICLE BECAUSE IT HAS A BIG BOW TIE ON IT. THE SALES REP IS THERE TO SHARE THE EXPERIENCE AND THE KID IS OVERJOYED.

WHEN A SALES REP PULLS UP TO THE LONG ROW OF NEW GMC AND CHEVY TRUCKS IN A GOLF CART, THE RANGE OF CHOICES ASTOUNDS A RUGGED RANCHER. HE'S A KID IN A CANDY STORE.

A SALES REP SHOWS A HUSBAND AND HIS PREGNANT WIFE THE SAFETY FEATURES ON A NEW SUV. WITH THE NEW ONE ON THE WAY, THEY ARE ALL ABOUT SAFETY AND THE SALES REP KNOWS EXACTLY WHAT FEATURES THEY'LL APPRECIATE MOST.

A GRANDMOTHER DECIDES TO GO GREEN AS A SALES REP POINTS OUT THE CHEVY SPARK.

A WIFE GIVES HER NOD OF APPROVAL TO A MIDDLE-AGED MAN WHO JUST TREATED HIMSELF TO A NEW CORVETTE. HE CAN'T CONTAIN HIS EXCITEMENT TO REALLY OPEN THIS THING UP!

A SERVICE DEPARTMENT WORKER POINTS OUT THE NEW OFF-ROAD TIRES THEY JUST INSTALLED ON A YOUNG MAN'S PICK-UP. HE CAN'T WAIT TO GET HIS BABY ON THE RANCH.

THE VIGNETTES ALLOW US TO SHOW THE CHOICES OF MAKE AND MODEL AVAILABLE TO ALL NASH CUSTOMERS.

We have an embarrassment of riches when it comes to the folks who work at the dealership who can be featured in the anthem spot(s).



CASTING (LOOK & FEEL REFERENCE)



WHEN WE LOOK FOR PEOPLE TO PLAY THE CUSTOMERS, WE RECOMMEND EITHER CASTING REAL PEOPLE WHO ARE NATURAL IN FRONT OF THE CAMERA AND/OR ACTORS WHO ARE BROUGHT ON BOARD MORE FOR THEIR ABILITY TO CONVEY REAL EMOTIONS THAN FOR MODEL GOOD LOOKS. WE CAN DEFINITELY EXPLORE CASTING "REAL PEOPLE" FROM OUR MUTUAL CONTACTS, BUT IT WOULD BE GOOD TO MAKE SURE THEY ARE COMFORTABLE IN FRONT OF THE CAMERA AT A REAL CASTING SESSION(S).



WE LIKE THE IDEA OF WRAPPING UP THE SPOT WITH A SIMPLE, MODERN, CREATIVE MOTION-GRAPHIC, WHICH WILL ANIMATE OVER THE LAST SIX SECONDS, MORE OR LESS, OF THE SPOT.

THE MOTION GRAPHIC AUSTIN TO SAN MARCOS MAP WE CREATE CAN INCLUDE THE FOLLOWING VISUAL ELEMENTS:

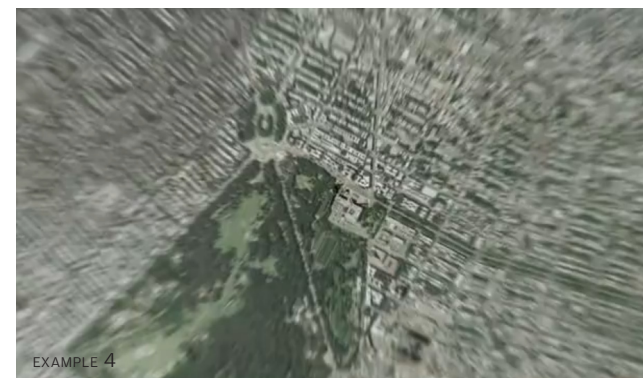
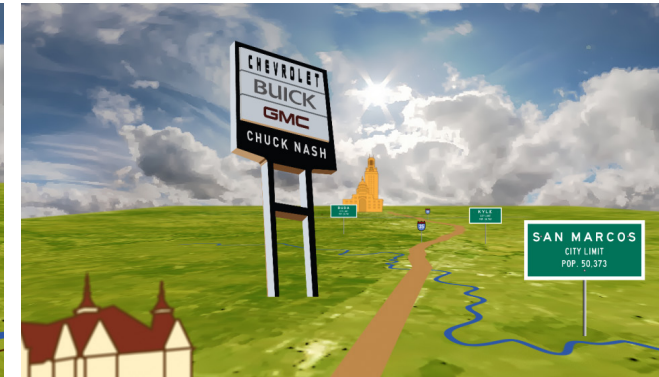
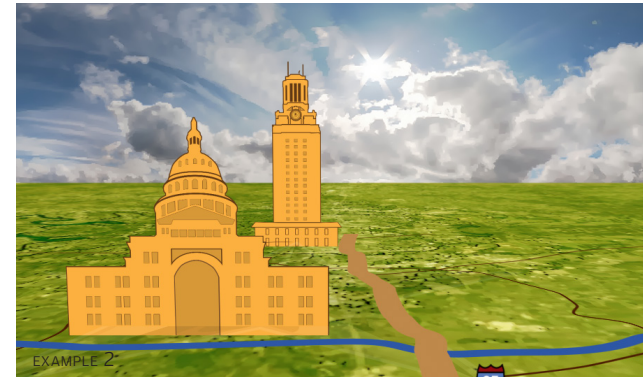
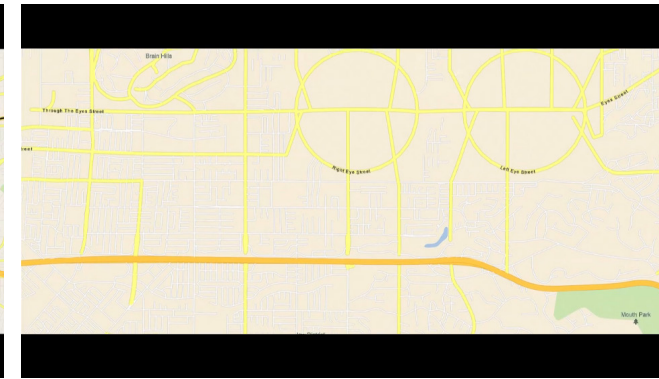
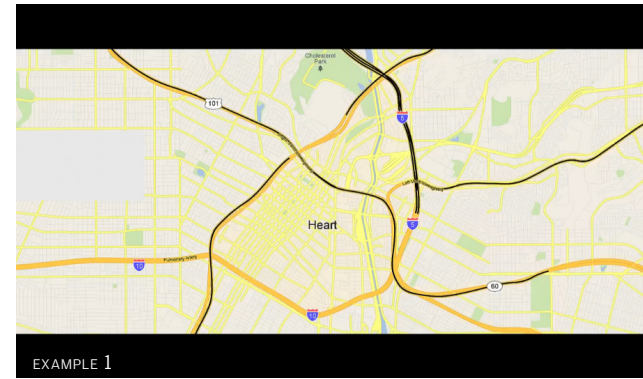
EMPHASIZES THE PROXIMITY OF AUSTIN TO SAN MARCOS BY ANIMATING THE ROUTE SOUTH ON IH35 AND HAVING IT ANIMATE QUICKLY.

TO REMIND VIEWERS OF THE CHUCK NASH AUTO GROUP LOCATION, WE'LL INCLUDE LANDMARKS, LIKE BUDA AND KYLE AND THE ANIMATION MOVES PAST THESE TOWNS.

POSSIBLY INCLUDES A COUPLE OTHER PROMINENT SAN MARCOS LANDMARKS AS THE ANIMATION ARRIVES TO THE DEALERSHIP. THEY WILL HELP SITUATE THE VIEWER AND HIGHLIGHT OTHER ATTRACTIONS IN THE AREA. SOME PLACES WE CAN ADD TO THE MAP INCLUDE TEXAS STATE UNIVERSITY AND THE OUTLET MALL.

POSSIBLY INCLUDE LOGOS FOR ALL THE CHUCK NASH AUTO GROUP BRANDS AND HAVE THEM ANIMATE-IN AS THE MAP ARRIVES AT THE DEALERSHIP LOCATION.

WE WILL ENSURE THAT THIS UP-TO-SIX-SECOND ANIMATION CAN BE MULTI-PURPOSED FOR OTHER CHUCK NASH AUTO GROUP MEDIA FOR BROADCAST OR THE WEB.



THANK YOU FOR ALLOWING US TO SUBMIT OUR PROPOSAL. THIS IS EXACTLY THE TYPE OF MATERIAL WE'RE ATTRACTED TO — BOLD, VISIONARY WORK THAT STRIVES FOR A QUALITY APPROACH TO AN EFFECTIVE CAMPAIGN OVER THE LONG HAUL. WE WANT TO MAKE VIDEOS WE WILL ALL BE PROUD OF — THAT WILL RESONATE WITH VIEWERS AND ENCOURAGE THEM TO TRAVEL TO SAN MARCOS FOR THEIR AUTOMOTIVE NEEDS.

AFTER VISITING THE DEALERSHIP FOR A FOLLOW-UP, EXPLORATORY TOUR WE ARE EVEN MORE EXCITED ABOUT SHOWCASING THE STATE OF THE ART FACILITY, THE AMAZING PEOPLE THERE TO HELP CUSTOMERS, AND THE PEOPLE WHO UNDERSTAND THE REASONS WHY IT'S EASILY WORTH THE QUICK TRIP TO SAN MARCOS TO VISIT NASH AUTOGROUP FOR THEIR AUTOMOTIVE NEEDS.

WE LOOK FORWARD TO FOLLOW-UP DISCUSSIONS WHICH WILL LAY OUT OUR PATH TO TRANSFORM THESE IDEAS INTO REALITY.

SOME PRACTICAL PRODUCTION RECOMMENDATIONS WE WOULD LIKE TO MAKE AND INCORPORATE INTO OUR PRODUCTION BUDGET INCLUDE:

REMOTE CONTROL HELICOPTER FOR ½ DAY OR POSSIBLY 1 DAY OF FILMING FOR SPECTACULAR OPENING SHOT(S).
CASTING FOR “REAL PEOPLE” AND ACTORS WITH CHARACTER; NOT JUST MODELS.

TWO FULL SHOOT DAYS TOTAL, SO THAT WE CAN TAKE ADVANTAGE OF SUNRISES AND SUNSETS TO SHOOT EXTERIORS WITH VEHICLES AT OPPORTUNE TIMES FOR EPIC LIGHTING, THEN SHOOT INSIDE DURING THE MIDDLE OF THE SHOOT DAYS.

DELIVERABLES TO INCLUDE:

1 x :30 SECOND “ANTHEM” SPOT WHICH MAY INCLUDE SALES, SERVICE, AND FINANCE VIGNETTES
3 x :15 SECOND ANTHEM SPOTS FOR BROADCAST. EACH WILL FOCUS ON A ELEMENT OF BUSINESS, INCLUDING SALES, SERVICE, AND FINANCE.

IDEAS TO EXPLORE:

FOLLOW UP WEB VIDEOS — THERE'S A WEALTH OF IDEAS FOR WAYS TO CREATE CONTENT THAT HELPS REINFORCE THE MESSAGES IN THE “ANTHEM” SPOT.

We welcome any notes and feedback on this proposal, we're excited to move into the next phase and look forward to further collaboration.

