

~Engaged to develop "Lifestyle" Webisode Spots for a major car brand, we were subcontracted to develop various approaches that featured "How Honda can have a profound effect on making our lives better." This was a particular favorite of ours.~

Honda Lifestyle Webisode Spot

VIDEO	AUDIO
Low pan across a two story apartment. Clothing and personal items begin to stream out of a second story window.	(SFX) Sounds of muffled ARGUING and CRASHING coming from the apartment.
CUT TO: Close Up on front door. Door flings open to reveal an angry woman (Girl Friend) stomping out of the door with all her bags in tow. Camera pulls as we see her Boyfriend chasing down the stairs after her.	(SFX) Sounds of Door Abruptly OPENING
CUT TO: Mid Shot clearly angry and fed up, the woman crosses the lawn towards a waiting car, as her Boyfriend begs and pleads with her to stay.	(Boyfriend) Wait honey...Wait! I just... you can't... Please just wait!
CUT TO: Reverse Shot showing the former Girlfriend getting into the car, with a Bo-hunk guy driving.	(SFX) Engine HUMMING, Car door CLOSING
CUT TO: Close Up Bo-hunk from behind dark glasses flashes a triumphant smile to Boyfriend	(SFX) Car engine REVS
CUT TO: Reverse Shot behind Boyfriend; he falls to his knees, as his former Girl and the Bo-hunk speed away.	(SFX) Car PEELING OUT, Smoke
CUT TO: Close Up on Boyfriend's face. He is distraught, as the tears flow freely.	(Boyfriend) SOBBING in disbelief
CUT TO: Mid Shot, he struggles to his feet, now over-the-top (ala Jim Carrey) distraught, flinging himself in despair around the yard, across the car in the driveway and looks to the heavens as if to say, "Why me, Lord! Whyyyyyy!"	(Boyfriend) Over-the-top SOBBING (SFX) THRASHING sounds
CUT TO: Side Shot, the Boyfriend pulls his keys from his pocket and gets in his Honda and drives away.	(SFX) SOBBING, JINGLINB Car Keys, Car door CLOSES

<p>CUT TO: Close Up Boyfriend driving. Still distraught, tears streaming down his face.</p>	<p>(SFX) SOBBING, Car and Street Sounds</p>
<p>CUT TO: EXT Shot - Honda pulling up to traffic light next to another car.</p>	<p>(SFX) SOBBING, Car and Street Sounds</p>
<p>CUT TO: Side Shot from inside the Honda, looking out driver's window is the Boyfriend, still distraught in foreground; an Older Couple sits in car next to his. His Honda comes to stop.</p>	<p>(SFX) SOBBING uncontrollably, SNORTING, Very slight brake SCREECH to stop (SFX) Car and Street Sounds</p>
<p>CUT TO: Close Up on Older Couple's POV: Boyfriend through Honda driver's side door window. He turns toward the Older Couple as if trying to explain what happened between him and his now ex-Girlfriend in a very animated fashion, but all that comes out is whimpers, tears and a high pitched squealing.</p>	<p>(Boyfriend) WHIMPERING, High pitched SQUEALING though tears</p>
<p>CUT TO: Reverse Shot on Older Couple who looks at him with a bewildered expression and slightly scared expression. The Older Woman in the passenger seat is pressed up against her husband, trying to get as much distance as she can from this nut.</p>	<p>(SFX) SOBBING, WHIMPERING, High pitched SQUEALING though tears, Car and Street Sounds</p>
<p>CUT TO: Crane Shot above and behind the cars as the light turns green. The Older Couple turns a hard left, as the Boyfriend continues to drive forward.</p>	<p>(SFX) SOBBING, Engine REV and very slight power steering belt SQUEAL</p>
<p>CUT TO: Close Up of Boyfriend through windshield, still crying and gesturing as if he is trying to explain the events that have transpired to him, again the only thing that comes out is a high pitched squeaking, followed by sobs.</p>	<p>(SFX) SOBBING, Car and Street Sounds</p>
<p>CUT TO: EXT Swing Shot of Honda turning onto the PCH.</p>	<p>(SFX) SOBBING, Car and Street Sounds</p>
<p>CUT TO: Overhead Crane Shot of Honda driving up the PCH, as the sun just begins to set over the ocean.</p>	<p>(SFX) SOBBING, Car "WHOOSHING" by</p>

<p>CUT TO: INT ECU Shot of Boyfriend looking out driver's side window, we see tears still flowing, but Boyfriend is starting to calm down a little.</p>	<p>(SFX) SOBBING, Car Sounds</p>
<p>CUT TO: EXT Montage of quick shots of Honda winding through the PCH turns (Honda shots on PCH are Hero Shots of product), the sun falling lower in the sky, Boyfriend begins to calm down a little.</p>	<p>(SFX) Softer SOBBING, Car "WHOOSHING" softly by</p>
<p>CUT TO: Hood Shot looking through windshield, Boyfriend has stopped sobbing, tears now reduced to sniffles. The sky turning amber in the distance.</p>	<p>(SFX) SNIFFLES, Car sounds (CG) Beginning of Enhanced Sunset</p>
<p>CUT TO: Hero Shot of the Honda passing by as the road arcs into the distance.</p>	<p>(SFX) Car "WHOOSHING" softly by (CG) Enhanced Sunset</p>
<p>CUT TO: INT Shot on Boyfriend, now much calmer and relaxed, just a slight sniffle.</p>	<p>(SFX) Slight SNIFFLING, Car sounds (CG) Enhanced Sunset</p>
<p>CUT TO: EXT Shot of Honda as it turns off the road towards a scenic overlook.</p>	<p>(SFX) Softer SNIFFLING, Car on gravel sounds (CG) Enhanced Sunset</p>
<p>CUT TO: Low Angle as Honda pulls up to scenic overlook which is at the top of a cliff overlooking the ocean, as the sun begins to set.</p>	<p>(SFX) Car on gravel sounds (CG) Enhanced Sunset</p>
<p>CUT TO: EXT Crane Shot shooting across driver's door and hood, Boyfriend opens door and starts to exit Honda.</p>	<p>(SFX) Car Door Opens (CG) Enhanced Sunset</p>
<p>CUT TO: Reverse Shot on Boyfriend exiting Honda, as he wipes away the last tear.</p>	<p>(SFX) Shoes on GRAVEL (CG) Enhanced Sunset</p>
<p>CUT TO: Crane Shot overhead; Boyfriend crosses over to front of Honda.</p>	<p>(SFX) Walking on GRAVEL (CG) Enhanced Sunset</p>
<p>CUT TO: Close Up on Boyfriend as he leans against hood of the Honda, now completely at peace, he lets out a big sigh as the setting sun basks him in an amber glow.</p>	<p>(SFX) (Boyfriend) SIGH (CG) Amber Sunset glow colors Boyfriend's face</p>

<p>CUT TO: Sweeping Crane Shot from behind Boyfriend and the Honda looking out to the amazing sunset. It is clear that the Boyfriend and his Honda are one and at peace with the world.</p>	<p>(CG) Brilliant Amber Sunset</p>
<p>CUT TO: Mid Shot as another Honda pulls up next to Boyfriend's Honda.</p>	<p>(SFX) Car tires on GRAVEL (CG) Brilliant Amber Sunset</p>
<p>CUT TO: Close up on car door. Door opens and a very attractive woman exits.</p>	<p>(SFX) Car Door Opens (CG) Brilliant Amber Sunset glow on Attractive Woman's face</p>
<p>CUT TO: Mid Shot Attractive Woman crosses over to her hood and leans on it to watch the Sunset, mirroring the Boyfriends pose.</p>	<p>(SFX) Walking on gravel (CG) Enhanced Sunset</p>
<p>CUT TO: Close up on Attractive Woman, she turns toward Boyfriend and smiles invitingly.</p>	<p>(CG) Brilliant Amber Sunset glow on Attractive Woman's face (AUDIO) Cue Music: (Instrumental only) "Help me, Rhonda" fades in softly in background</p>
<p>CUT TO: Close up on Boyfriend who raises one eyebrow, slowly smiles confidently...</p>	<p>(CG) Amber Sunset glow colors Boyfriend's face</p>
<p>CUT TO: Sweeping Crane Shot from behind, we see Boyfriend and Attractive Woman walking closer together as the amazing sunset lights the sky in a brilliant warm glow.</p>	<p>(CG) Brilliant Amber Sunset (AUDIO) (Music: Vocals Strong) (Heavy Drumbeat – BA DUM!) "Help Me Honda... Yea! Get her out of my heart!" (Base Riff – DOOM, doom, doom, doom... doom, doom ,doom)</p>
<p>FADE IN: Graphics</p>	<p>(CG) Graphic Package over Video (AUDIO) Music Continues (under VO) Local Dealer VO Over Music</p>
<p>FADE OUT: Close Graphic</p>	<p>(CG) Honda Graphic</p>