

INITIAL THOUGHTS

First of all, thank you for inviting me to your pitch and for our interesting and informative conference call. This new campaign for Audi is a quartet of haikus. Each one demonstrates a unique feature that sets the Q7 apart from the competition.

The key to our successful execution will be a consistent look and feel throughout these four pieces. All four films should feature the Q7 encased in an aura of mystery. They should appear as though in a demonstrative diorama, out of time and place, cloaked in darkness. Each frame would convey the almost intimidating, alpha charisma that only true market domination can ignite.

I envision velvety dark nights, with whispering strands of mist and fog. Top illuminated, the Q7 would appear almost like a strong, mythical figure. In our fleeting time period, these miniature case studies would both introduce and demonstrate the selected Q7 feature. Our automobile would then dash off into the night. Leaving our audience far from satiated, they would feel as though they have witnessed a teaser, or trailer.

In terms of my physical execution, the key will be those visual markers, both those that we see and don't see, in this figurative world of demonstration. I would aim for a more traditional lensing. This would take full advantage of Audi's ongoing realistic, conceptual approach to its advertising. As an aside, though anamorphic is experiencing somewhat of a revival, I don't feel its flare-y look to be appropriate for these spots.

On the following pages, you will find my director's approach for these appetite whetters in greater detail. Occasionally, I have modified the storytelling. All these changes are with the intention of conveying the spot's message in the most visually effective way. This is most true in the case of "Outmaneuvered." Of course, nothing is set in stone. Please see these initial notes as one of the many elements in our ongoing creative discourse.

Please let's reconnect soon,

THE HAIKUS

OUTMANEUVERED (ALL-WHEEL STEERING)

Audi is a premium brand that very much exists in the real world. For this reason, I would stage the “Outmaneuvered” spot thusly:

On an inky dark night we would find the Q7 entering a spiral garage. The caution striped bar, and the green light that allows the car access notably that break up our greyscaled image.

As our lens encircles the vehicle, it seems to hold a secret. Our curiosity is definitely piqued.

Both the garage, and the Q7 that it hosts remind us of pieces of modern art. The garage’s upward spiral pays homage to the Guggenheim. The Audi Q7, well, it already is a dark liquid metal sculpture in motion.

We spy the Audi Q7 in a wide shot, from the opposite balcony of our Guggenheim garage.

Cutting closer, we see a wheel elegantly curve to round a tight corner. The Q7’s form cuts a swath through the tight asphalt driveway with the learned precision of a sculptor’s hook.

Shwoom, the Q7 passes by the first level. It mockingly sweeps past a Lexus RX that is attempting to enter the spiral. The Lexus RX ponders hesitantly. It reminds of a horse that didn’t hear the starting pistol.

A thin red directional arrow pointing to the next level, directs the Audi upwards. Our Q7, not sparing a glance at the Lexus, zips up another level. Our camera flows along with it, taking in the tagging and taillights.

With the command and confidence of American Pharoah taking the lead at the Kentucky Derby, **Vhoom**, the Q7 flies past the BMW X5, stalled at the starting gate. Like its Lexus counterpart from the floor below, the BMW looks intimidated by the dominant Q7.

A moment later, as always ahead of the game, the Q7 travels past a cowed Mercedes GLE.

As it reaches the top floor, the alpha Audi, zips off into the night, leaving a trail of mist and fog in its wake.

VO: Engineered to literally drive circles around the competition.

We close on an extreme close up of the Q7 grill. The engine revs aggressively.

CARD: Only vehicle in its class with all-wheel steering.

Cut back outside as the Q7 races into the black of night.

CARD: The all-new Q7.
 Presence that's impossible to ignore.

AUDI RINGS AND LOGO

INNOVATION (TURN ASSIST)

State Highway 14 - the isolated two-lane link between Los Angeles and Edwards Air Force base. A pair of unwelcoming tumbleweeds drifts alongside the road.

From above, we take in the desolate strand of lonely blacktop. The solid yellow lane lines form a stark contrast in the darkened tableau. First we see a reflector pick up the glare from a headlight. A moment later, our solitary Audi Q7 comes into frame. Its headlights illuminate the left hand turn lane arrow. **Tick.** Its turn signal pops on as the car slows down to take the left turn.

VO: *We live to innovate.*

The music floating from the Bose Surround is as relaxed the vehicle itself is. As it begins to make the turn, the turn assist light goes off.

Like an angry demon another car whips past the Audi Q7, with only its golden parking lights on. It catches everyone but the Audi Q7 by surprise. The Audi has already stopped in its tracks.

Calm restores and we cut wide to the tranquil Audi. The left turn assist has functioned impeccably.

Our vehicle is safe and clear.

VO: *Therefore we innovate to live.*

CARD: Best in class driver's assistance systems.

Cut back outside as the Q7 races into the black of night.

CARD: The all-new Q7.
Presence that's impossible to ignore.

AUDI RINGS AND LOGO

TECHNOLOGY (PREMIUM INTERIOR)

The Audi Q7 interior – a private oasis. The weightless silence completely belies the speed at which the Audi is actually travelling through the star-strewn night.

VO: It's the kind of technology other countries want to steal.

Fully in command, our lens takes in the modern, technologically savvy dashboard with its Virtual Cockpit and MMI System.

Under the ambient LED interior lighting, we feel as though we are the only star in universe.

Something akin to passion ignites, and the Q7 accelerates. Our camera pulls back with a speed and a pace that feels like the Q7 is accelerating away from us. We revel in the sense of unlimited freedom and joy that we feel when driving on the open road.

Exhilarated under the motion's G-force, our camera continues seamlessly pulling back through the vehicle. We take in a world of sophisticated leather, as our camera continues to advance backwards through the back window.

VO: If they could ever catch you.

With aching regret, we witness the Q7 elude us into the night.

CARD: The all-new Q7.
 Presence that's impossible to ignore.

AUDI RINGS AND LOGO

COUNTDOWN (VIRTUAL COCKPIT)

Whispering into our conscious we hear a discreet countdown.

SFX: 4... 3.... 2... 1.

Fully inverted, our lens roves over the Audi Q7's Virtual Cockpit, until the image rights itself. From the starry background, it feels as though the entire universe were available at our fingertips.

VO: Ground control.

Pulling back to our vehicle's exterior, the Q7 appears fearless, even as the ground beneath it begins to tilt up 45 degrees. We take notice of directional arrow on the road tilting from facing forward to facing upward.

VO: Requesting some serious clearance.

Whoa. Now in a full 90 degree take-off stance, the Q7 rockets up into the abyss of the stratosphere.

CARD: The all-new Q7 with Virtual Cockpit.
 Presence that's impossible to ignore.

AUDI RINGS AND LOGO