

Hyundai – Tucson

'AWAYDAYS'

Each story in this script has a strong, clear narrative ending with a real surprise punch, which gives the film a real charm. To compliment this, we would like to start each vignette simply, then add character, atmosphere and intrigue, as we accelerate towards the conclusion.

The visual style of the film will be elegant and cinematic. Big skies, awesome, untainted nature: the perfect backdrop to showcase the new Hyundai Tucson, as it leads us out of man-made settings, ploughs through challenging landscapes, and reaches its final destination... places too wild for most.

Our central characters are key to each story. They are the human face to the Tucson's epic journey - engaging, likable characters with natural, understated performances. Each character tackles their epic journey with the same matter-of-factness as changing a light bulb. It's really not a big deal to them. They enjoy it.

Like the performances, the overall mood and tone of the film should be understated too. Classic tracking and aerial shots, which let the Tucson and the epic backdrops steal the show. And, because each journey is so vastly different in location and stark in contrast – a modern urban city, a snowbound mountain top, a tropical watering hole, a barren desert-scape - we have the perfect opportunity to do just that; showcase the Tucson's handling in practically every element going.

Just as the elements change, so too does the colour of the Tucson; a different coloured vehicle for each story that complements the landscapes and suits each character's personality.

As the structure of the film dwells longer on the first two vignettes and only comes to the third once we've reached the destination, we may want to consider using the final vignette as an amusing reprieve, which comes after the endline and logo.

Just when you thought you'd seen it all...open on the exterior of a sleek, modern building. Inside one of the apartments a guy with a likable, lived-in face pours himself a soft drink. He opens the fridge door and pulls out an ice-cube mould. It's empty. Exhaling, he turns to the window and looks out at a picture of an ice block hanging in a storefront across the road. Outside, the man approaches the store, but doesn't stop. Just walks straight past, towards a gleaming Hyundai Tucson parked up ahead.

Sequences

1. Quick montage of shots: door slamming, ignition keys turning, wheels moving off.

We track the Tucson as it moves with the traffic along a wide city road, a vast, gleaming place, full of man-made triumphs. On the Tucson goes, through sparser, city fringed roads, sailing past a truck-stop cafe with a snow-topped neon sign - a smiling lady waving goodbye.

Up ahead there's only wide open countryside, with mountains looming in the distance. The lights from the cafe and the Tucson, the only pulses of warmth in this pure, vast landscape.

Cut close to the Tucson's windscreen. It's caked with snow as a blizzard batters it. The wipers start up and our man peers through the swath at the road ahead. From high above we move over a brilliant white snow scape, the Tucson a dot, travelling across the screen, tyre tracks drifting out behind it like trails from an airplane.

Eventually the Tucson pulls up, wheels crunching the snow as it comes to a standstill. We cut and the camera jibs to reveal the man standing on the roof of his Tucson, chipping away at an icicle delicately. A shard falls into his glass. He takes a sip, not bad, but he adds a little more until it's just right.

Back in the city, outside a town house, a pretty woman is about to get into her Tucson, but stops short. She runs a hand over the bodywork and examines the dirt on her fingertips.

Cut to the Tucson driving through the city. This part has a different feel to it – more colourful, faded grandeur. Up ahead a carwash, full of uniformed carwash boys merrily attacking a car with mops, buckets, sponges and lather. The whole place is awash with activity, but the Tucson drives by, turning off the beaten track into a glimmering hot horizon.

Dust rises up from the Tucson's sure-handed progress, blotting out the sun. Cut closer to the woman driving carefully, peering intently, the way someone does when lining up to drive into a carwash. Quickly, she closes the window, just as a powerful jet of water hits the glass, once, twice. We cut wider to reveal the Tucson moving over a shallow rocky river bed...accompanied by a couple of elephants, sluicing off the effects of a hot dusty day and washing the Tucson in the process. The symmetry of a vast blue sky is suddenly broken as a cheeky, lively kid pops his head out of an open Tucson window. He looks down in awe, a breeze lifting his hair.

2. The boot opens and Dad lifts out a picnic hamper. He smiles and surveys the scene as Mum zips up the kid's coat. Cut wide to see a Tucson parked on a vast, dizzying tor, the family readying themselves for a day's picnic.

MVO: The new Hyundai Tucson. For adventurous drivers everywhere. Cut to endline and logo.