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Storyboard Concepts

**Creative Brief**

* People who can afford super cars
* Thrill seekers

Features

* 650 Horsepower
* Sticky track compound tires
* 7 Speed Transmission
* Carbon ceramic brakes

Benefits

* A fraction of the cost compared to its competitors

Tone of the Message

* Speed
* Performance
* Handling
* Technology

Where the message will play

* Sports
* Top Gear
* Action Shows

**Script**

The commercial will start with engineers testing the car at a racetrack in the desert, or the famous track the Nurburgring Nordschleife in Germany. The track is known for its technicality. The driver of the car will be The Stig. He is the famous racing driver on the show Top Gear and he wears an all white racking suit. Nobody ever sees his face. The car is racing around the track and there will be some angles of the interior with the gauges and the digital display on the windshield. There will be a cut to one of the engineers and he’ll ask how the car will be on the streets. The next scene will be the car sliding around the street corner and going under eighteen wheel trucks. At the end there will be one of those self-parking cars slowly trying to park and the corvette will power park into the spot instantly.