

CLIENT:	FORD	JOB:	478331	DATE:	April 5, 2017
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#### 1. 2D/3D Illustrated Mnemonic

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	

#### 2. 10 Second Animation: Trendy Craft Macramé Owl

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	
We see a cheesy old-school macramé owl wall hanging.		
Fast cut to an electrified writing that says:		

Zoinks!



Zoinks!

Cut to COPY:

Electricity isn't trendy



Electricity  
isn't  
trendy!

Cut to image of 2017 Focus Electric

Focus Electric



PAYOUT LINE:

It transforms how we move



It transforms  
how we  
move.

FORD LOGO

& TAG:	Ford Go Further	 <b>Go Further</b> <small>©2017 Ford Motor Company of Canada, Limited. All rights reserved.</small>
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### 3. 15 Second Animation: Family Photos

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic  A quick montage of old family photos from the '70s, '80s, and '90s, highlighting style fads that have come and gone over the past decades. Along the bottom is an electrical current that flows across each, revealing the specific year each photo was taken.	Ford Electric	
Cut to COPY:	Electricity isn't trendy	
Cut to blueprint of Mustang electric hybrid	Mustang Electric Hybrid 2020	
PAYOFF LINE:	It transforms how we move	
FORD LOGO TAG:	Go Further	

#### 4. 15 Second Animation: Roller Skating

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	
We see people in '80s shorts and sports socks roller-skating around pylons at a skating rodeo. Quick cut to an electric neon sign that says:		
Cut to COPY (in electrical font):	Noooo... Electricity isn't trendy	
Cut to image of 2017 Focus Electric Hatch	Focus Electric Hatch Plug-in	
Cut to PAYOFF LINE:	It transforms how we move	
FORD LOGO TAG:	Ford Go Further	

#### 5. 15 Second Animation: Shoulder Pads

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	
We see the backs of 2 women dancing in their super '80s outfits with giant shoulder pads and crazy hair. Fast cut to an electric neon sign that says:	Not! Electricity isn't trendy	
Cut to COPY (in electrical font):		
Cut to blueprint of F-150 hybrid	F-150 Hybrid	
Cut to PAYOFF LINE:	It transforms how we move	
FORD LOGO TAG:	Ford Go Further	

## 6. 10 Second Animation: Trendy Food

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	
We see a dated photo of a disgusting-looking 1970's meat jelly mould. Fast cut to an electrified writing that says:	Freaky deaky!	
Cut to COPY:	Electricity isn't trendy	
Cut to image of 2017 C-Max Energi	C-MAX Energi Plug-in	
PAYOFF LINE:	It transforms how we move	
FORD LOGO	Ford	
TAG:	Go Further	

## 7. 15 Second Animation: Evolving Dashboard

VISUAL	COPY	REFERENCE IMAGE (FINAL)
Illustrated Mnemonic	Ford Electric	
Image of dashboard, zoom in on radio w/8-track tape player. Electricity is represented by glow in and around radio.		
Cut to close-up of cassette player		
Cut to close-up of CD player		
Cut to COPY (in electrical font):	Electricity isn't trendy	
Cut to close-up of EV dashboard		
Cut to PAYOFF LINE:	It transforms how we move	
Cut to image of 2017 Fusion Energi	Fusion Energi Plug-in	
FORD LOGO	Ford	
TAG:	Go Further	