

TV Commercial Storyboard

TITLE: The Race is On (30-Second)

Date: 10/13/2019

<u>VIDEO</u>	<u>AUDIO</u>
<p>Rough sketch of the shot. Stick figures, clip art, Google images acceptable.</p> <p>WS; FRONT; HIGH ANGLE: A group of people on bicycles just starting a race on a San Diego road. The group includes racers in yellow and green jerseys, young adults, teens, families with young and pre-teen children, and seniors. Racers <u>approach and pass camera.</u></p> 	<p>Narration, voiceover script, dialogue, sound effects, music, etc.</p> <p>VO: Get on Your Bikes and Ride (Freddy Mercury from Queen's "Fat Bottom Girls")</p> <p>SFX: STARTER GUN</p> <p>MUSIC: <u>QUEEN'S INSTRUMENTAL VERSION OF "BICYCLE RACE"</u> <u>IMMEDIATELY AFTER SFX AND UNDER NARRATION. VOLUME SHOULD NOT INTERFERE WITH NARRATION.</u></p> <p>NARRATOR: The race is on...</p>

VIDEO

LS; FRONT; LEVEL: Establishing shot of exterior of one of the new Le Tour de France Bike Shop' San Diego locations.



ECU; SIDE; WORM'S EYE: Two top-brand bikes next to each other. Camera **ZOOMS OUT** to **MS** of accessory wall and people shopping, grabbing items.



AUDIO

NARRATOR: And Le Tour de France Bike Shop will get you riding into the future.

VIDEO

CUTAWAY: Map with pins at each location point. **SUPERS** of each location, “Grand Opening,” date and time. Cut to an **ECU** of the bike.



AUDIO

NARRATOR: Come celebrate at one of our six new stores and enter to win a top-brand bike.

VIDEO

LS; SLIGHT SIDE; HIGH ANGLE: Multiple staff members assisting multiple customers.



AUDIO

NARRATOR: Our friendly, expert staff are ready to help you, one bike at a time.

VIDEO

WS; FRONT; LEVEL: Van (with name and logo on the side) pulls up in front of a house.



OSS; LEVEL: From inside of customer house - as door opens and employee approaches with a repaired bike.

**AUDIO**

NARRATOR: You'll keep on cycling with our free, lifetime maintenance plan and personal valet service.

VIDEO

WS; BACK, AERIAL: Shot of racers from original opening shot now riding toward the outside of a Le Tour de France Bike Shop building. An inflated arch is in front of the building with “Grand Opening” written on it.

TRACKS bikers through the arch. Employees are eagerly awaiting their arrival. A **SUPER** of Le Tour de France Bike Shop’s name and logo is at bottom right of frame. A **SUPER** of website is at bottom center of frame.



AUDIO

NARRATOR: You don't have to be a pro, to bike like one.