

TV Commercial Storyboard

TITLE: The Race is On (60-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.



MS; SIDE PAN; SLIGHT HIGH: Panning from left to right of one wall to the other of bikes, gear, accessories, and clothing.



AUDIO

NARRATOR: And Le Tour de France Bike Shop is your one-stop-shop for riding into the future.

VIDEO

MLS; 3/4 PROFILE; LEVEL: Staff member helping customer with top-end bike.



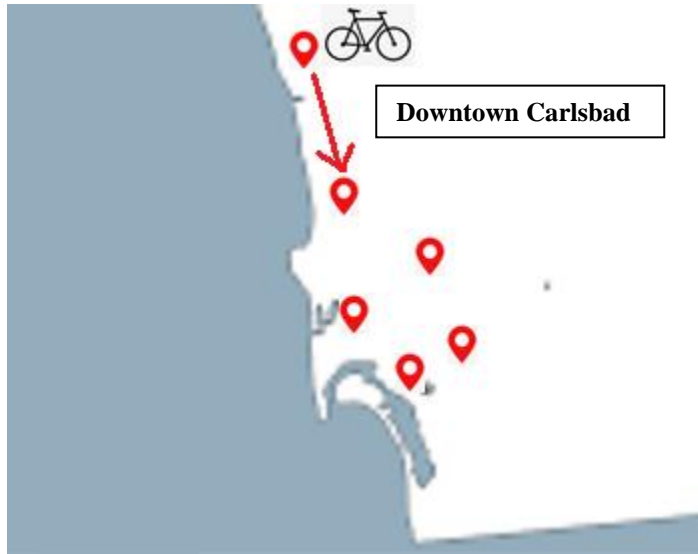
CU; SIDE; WORM'S EYE: Staff member kneeling, assisting child with a bike helmet.

**AUDIO**

NARRATOR: Our friendly, expert staff are ready to personally support all your biking needs.

VIDEO

CUTAWAY: Map of San Diego area. Animated bike starts at Downtown Carlsbad and travels quickly to each point. As the bike reaches next point – a **SUPER** of location name zooms big. A pin is placed on map. As bike continues to next stop – **SUPER** zooms smaller. Path order is Downtown Carlsbad → La Jolla Village Square → Fashion Valley → Old Town → Horton Plaza → Seaport Village.

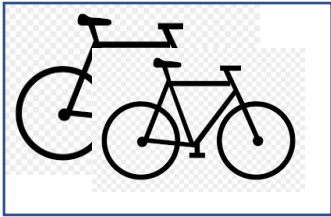


AUDIO

NARRATOR: With six new stores opening soon in the San Diego area, you're never more than a pedal away.

VIDEO

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: Inside, you'll find all your favorite brands, bikes, and accessories to best suit every preference.

VIDEO

CU; SIDE; POV: Framed through the spokes of a bicycle tire, staff person works on a bicycle maintenance/repair

**AUDIO**

NARRATOR: At Le Tour de France Bike Shop, you'll never have to worry about bike maintenance again.

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: Our speedy valet service will pick-up and deliver your bike right from your own home.

VIDEO

CU, SLIGHT SIDE; LEVEL: Customer from previous shot riding newly repaired bike.

**AUDIO**

NARRATOR: Now including free maintenance for the life of your bike, we've got you covered, one bike at a time.

VIDEO

CUTAWAY: Show map again with everything from prior shot (except no bike or location name animation). **SUPERS** on video of date and time. Cut to an **ECU** of the bike.



AUDIO

NARRATOR: Celebrate our grand opening with raffles, giveaways, and a chance to win a Pinarello Dogma – the #1 winner straight from the official tour.

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: Everyone’s a winner at Le Tour de France Bike Shop. You don’t have to be a pro, to bike like one.