

Ineos Team UK
Americas Cup Launch Film
Final Version

	Visuals	Voiceover
1.	Emotive music begins. Black and white imagery of Queen Victoria, the Great Exhibition, the Isle of Wight, The Royal Yacht Squadron and its sailors, shots of the race if they exist.	1851. <i>The year of the Great Exhibition.</i> <i>The year we challenged America to sail around the Isle of Wight.</i> <i>The year the upstarts won and Britannia no longer ruled the waves.</i>
2.	The “America”, the Americas Cup, an old map showing the old and new worlds, ideally with an animated yacht sailing back to America.	<i>The New Yorkers’ yacht was called “America”, giving the cup its name.</i> <i>The New World triumphed over the Old and that cup hasn’t seen our shores for 167 years.</i>
3.	Footage of intense yacht racing from the past (ideally with British flags in shot), showing the sailors battling against the elements and illustrating the meaning of stamina, teamwork and mental strength as the waves and the wind try to defeat them.	<i>Not that we didn’t try.</i> <i>We challenged many times, harnessing the forces of nature.</i> <i>Pushing ourselves to the limits and beyond.</i> <i>But the New Yorkers were unbeatable.</i>
4.	Shots of these teams winning the race – with team celebrations.	<i>Until the Aussies sailed along, and opened the floodgates.</i> <i>Next it was San Diego, then the Kiwis, the San Franciscans and the Swiss.</i> <i>The wall was tumbling down.</i>
5.	Shots of innovative yachts, featuring hulls and technology.	<i>What did these giants have in common?</i> <i>The resources to innovate.</i> <i>Technology is supreme in this, the formula 1 of sailing.</i>
6.	The winged keel of the Australia II (1983), the New Zealand KZ7 (1987), foiling catamarans taking us up to Oracle Team	<i>There was the winged keel, the plastic fantastic and, like a bird on the wing, the foiling catamaran - flying above the water, virtually frictionless and faster than the wind that carries it.</i>

	USA and Emirates Team New Zealand.	
7.	C/u shots of yacht technology and technicians analysing data and tweaking.	<i>Fitted with sensors, connected, analysed, tweaked to perfection. Designed and crafted by the people who made spacecraft and aeroplanes. With barely a thought for the cost.</i>
8.	Hero shots of modern day sailors in their super-sophisticated boats. Sailors run to the other side to stop the boat from tipping as it speeds along.	<i>And then there's the skill of the heroes who sail them. Cranking, pulling, tacking, spinning the helm, first at one side, then the other, lest they end up <u>in</u> the water rather than <u>on</u> it.</i>
9.	Recent footage of the Auld Mug. Ineos logo, ideally in a futuristic R&D style location, with technicians in lab coats. Designers, engineers and technologists design, craft and build. Jim Ratcliffe inspecting some technology in an Ineos facility. Plenty of Ineos branding in shot.	<i>So, what will it take to bring the Auld Mug back home? Only the best designers, engineers, boatbuilders and know-how Great Britain has to offer (should this be "the world"?), with the funding and tenacity to see a winning strategy through until the job is done.</i>
10.	Sir Ben winning Olympic golds and looking very focused. Also working with his team.	<i>And then there's Ben. Sir Ben Ainslie, the most successful Olympic sailor in history. He has the taste for victory and the team that can help us achieve it.</i>
11.	Futuristic design imagery of a yacht being designed and constructed.	<i>All we have to do is design, build and sail the fastest 75 foot carbon fibre mono-hull in the world. And then win a few races on her.</i>
12.	Shots of Sir Ben winning and celebrating (suggestive of this future win).	<i>Let's bring the Americas Cup back home where it belongs.</i>
13.	Logo	
<i>End</i>		