

Opel Partner Programme
 Promo Animation Script

	VISUALS	VOICEOVER
1.	<p>Close up of Opel cars driving by with smiling drivers inside.</p> <p>The cars whizz past and then drive into formation.</p> <p>We pull out to reveal they are in the shape of a barbell.</p>	<p><i>At Opel, we really value the relationship we have with our partners - like our key suppliers and fleet customers</i></p>
2.	<p>A circus strongman, with a twirly moustache, lifts the barbell up.</p>	<p><i>Together, we make each other stronger.</i></p>
3.	<p>A customer is shown sitting in a new Opel car in the showroom.</p> <p>A sales advisor drops the keys into the customer's hand.</p> <p>Balloons tumble down from the ceiling, streamers go off and gold stars and Euro symbols representing "special offers" parachute down from the ceiling.</p>	<p><i>So to show our appreciation we've created the Partner Programme, which gives generous rewards to your employees when they buy a new Opel car.</i></p>
4.	<p>An exclusive private members club.</p> <p>A smartly dressed doorman opens the velvet rope for a female HR Manager, who enters happily.</p>	<p><i>The Partner Programme is an exclusive club...</i></p>
5.	<p>Inside the club, the dome from a silver service tray is lifted, revealing a bright light (Pulp Fiction style).</p> <p>We cut to the face of the customer, in complete wonder.</p>	<p><i>...offering benefits like discounts and other great deals...</i></p>
6.	<p>Back outside, a disappointed member of the public is denied access to the club.</p>	<p><i>...that are not available to the public.</i></p>
7.	<p>The HR manager peeks back round the door of the club and ushers her employees in.</p> <p>There is a stampede.</p>	<p><i>And membership is free – so you can share this bonus with your employees at no cost to your business.</i></p>

8.	<p>A HR manager opens a box with an Opel logo on it and takes out a megaphone and begins to talk through it.</p> <p>As they do so the ground below them rises, turning into a raised platform</p>	<p><i>We even make it easy to spread the word around your company...</i></p>
9.	<p>We see the HR manager putting up a poster about the partner programme.</p> <p>Quick cuts reveal the logo on coffee mugs, banners, flyers and a baseball caps.</p> <p>A dog wearing a doggy jacket emblazoned with the logo walks past and looks to camera.</p>	<p><i>By creating a pack of communications for you to use, like posters to display, banners for your intranet site, ads for the staff magazine and much more...</i></p>
10.	<p>Back in the staff canteen an employee is looking at the poster, smiling, while holding his lunch in a tray.</p> <p>The dog jumps up, steals the food from his plate and runs off.</p>	<p><i>Making sure everyone knows how to get the best out of the programme...</i></p>
11.	<p>A computer screen with the simplified design of the PP website on it.</p> <p>In a few clicks the employee changes the model and then the colour of the car.</p> <p>Cut to the wide and the car they've selected pops out the screen into reality. They are immediately inside it and drive off.</p>	<p><i>So they can start enjoying their brand new Opel</i></p>
12.	<p>The car and has a 'rope' attached to it, which is lassoed onto the sun.</p> <p>It pulls the shining sun along, like a paraglider from a speedboat.</p> <p>The car stops at the business building we saw at the beginning.</p> <p>The sun's Opel-coloured rays glow on the building.</p>	<p><i>The Opel Partner Programme... Spreading a little ray of sunshine.</i></p>
13.	<p>The rays turn and the scene brightens up.</p>	<p><i>It's our way of saying "thank-you".</i></p>

	We reveal lots of Opel cars outside the office building – with smiling and drivers inside them waving to camera as they drive off.	
14.	Logo	
	<i>End</i>	