

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

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

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