

PONTIAC SPY HUNTER

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INTRODUCTION

Let us begin by thanking you for the opportunity to collaborate on this fantastic campaign. During our phone conversation, I was reminded of a very fond childhood memory which I would like to briefly share with you. Once in a while when school would let out, my father would take a few hours away from work to spend the afternoon sharing in one of my favorite activities. We would head over to the Malibu Grand Prix Arcade, buy five dollars worth of tokens, and play video games for the entire afternoon. I was too young to drive the go-carts then, but the next best thing was playing the driving games, the most fun of which was Spy Hunter. I never lasted too long (it was a tough game), but that didn't stop me from pumping the machine full of my father's money. The opportunity to pretend that you were a covert agent with a car full of weapons was exhilarating, and the soundtrack was one of the most memorable of all arcade games. When I finally got Spy Hunter for my home computer, it was a dream come true.

This memory put a smile on my face, and brought back that nostalgic excitement that we believe this film aims to recreate. Being in our early thirties with families of our own, we can't help but still enjoy fun video games, good spy stories, and fast "eat my dust" cars. The Pontiac G8 is that car, and this concept couldn't be a more perfect way to drive that point home. What we present here are our ideas on how to bring that concept to the screen with all the cinematic beauty and heart-pounding action of that classic game turned film. We hope the following makes you feel the same way.



CONCEPT

This spot is a visceral snapshot of Tron meets James Bond. It starts off with that catchy Peter Gunn music we know so well, and brings us back to our childhood with that classic scrolling video game footage. Even for someone who has never seen or played that game, this film exemplifies the non-stop action car chase spy genre, making it just as engaging and gripping. From here, we're quickly transported into the game itself, bridging the gap between fantasy and reality, all the while taking this fast-paced journey with one of the most striking, powerful vehicles on the road. From here on out, we are the Spy Hunter. This cinematic sequence should rank up there with the most memorable car chase scenes ever shot, making our heart race and our adrenaline pump. By the time the action ends, we'll be left catching our breath and wiping the sweat from our brows with clammy hands. Of course, we took that journey in a black, pedal to the metal, no-holds-barred, road-gripping, jaw-dropping Pontiac G8.

VISUAL STYLE

This spot presents a very unique opportunity visually. Of course, the G8 will always be presented through the entire spot's duration in the most photorealistic, perfectly lit manner, showing off its gorgeous contours, its muscular stance, and its impeccable handling capabilities. We want this ad to stand out from the crowd and have people take notice, making them feel as well as see. Since this film transports us inside a 1980's video game world, we have the chance to capitalize on that idea. As we transition from the game into the perfect action world of the G8 as Spy Hunter, the pixelated video game graphics give way to a view of perfection and beauty, a clean hyper-real Elysium of car action. We will still be reminded of the game with the design of the environment and the repeating elements as we traverse the road, which will help tie the spot together with the original game. It will make the viewer believe they are actually inside the world of Spy Hunter, playing out the action in their mind as they watch. Combine this with a fast-paced, adrenaline-packed camera style which just cuts directly to action shot after action shot, and you have the perfect recipe for a heart-pounding thrill ride. Some shots feel like they are taken from a chase vehicle, others feel hand-held, while close-up beauty shots use perfectly steady cameras. This visual style will create that perfect blend of realism and fantasy that you are striving for, and we look forward to solidifying that look as we continue.



MISSILES



OIL SLICK



WEAPONS VAN



SMOKE SCREEN



MACHINE GUNS



PONTIAC SPY HUNTER

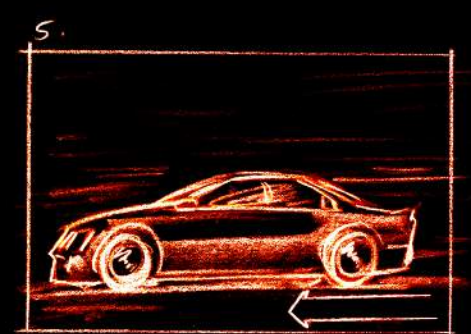
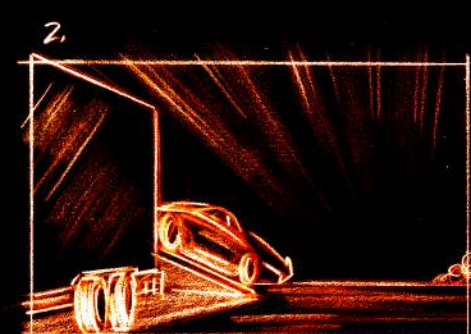
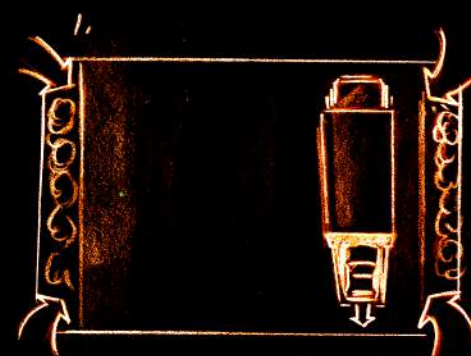
STORYLINE

We begin our adventure looking straight down at the scrolling Spy Hunter video game. Peter Gunn plays with that tinny, small speaker sound reminiscent of a freestanding arcade game console. Our hero in his white sports car bites the dust at the points of an enemy's knife-tipped wheels. The familiar red semi pulls up to drop off the replacement car, but this time our familiar white speedster is now a sporty, muscular black sedan, but not just any sedan... it's the brand new Pontiac G8. Our camera quickly descends through an almost completely transparent screen, with just a slight hint of passing through that barrier, rotates 180 degrees, and settles in the middle of the street. The camera then tilts up looking back at our new Spy Hunter vehicle, just as the car finishes descending the metal ramps at the rear of the truck. The music is now loud and clear, in crystal surround sound. Our world has mysteriously gone from close-up two-dimensional pixels to a fully immersive environment...an uncanny reality that somehow is almost familiar, yet different enough to pull you in and hold on tight. We are inside the game and about to take the ride of our lives. Our hero car floors it and darts out from behind the truck onto the road, just passing us on the left between the truck and the camera as we pan around to watch it speed away.

Our camera cuts to further down the road with a reverse shot of the G8 fast approaching. We can hardly see as the sun is dead ahead of us in the sky, washing out most of our view and casting a slight flare onto the lens. As our G8 zooms just below camera, we make out the silhouette of a small black Magnum P.I. style helicopter flying at us from out of the glare, machine guns mounted on its sides. Further down the road, we spot a brightly colored enemy vehicle approaching, sporting a gangster-era hotrod type design. This villain zooms past the semi which is starting to pull out into the road.

Our camera cuts to the left side of our G8, almost able to keep up with it. Most of the car, with its powerful lines and muscular stance, fills the bulk of the screen, but we can see the background whizzing by in a streaked blur. Trees, bushes, the guardrail, and mountains rush by at a dizzying speed, just as our car makes a quick jump to the right moving away from camera. A slow moving motorcycle (reminiscent of the vulnerable bike in the classic Spy Hunter game) crosses our screen, and we see that the G8 was simply passing him at high speed. With the motorcycle left behind, our G8 retakes the center of the road.

Our camera cuts again, and now we are low to the ground on the right side of our hero car, able to see the fender flares and large wheels speeding along the pavement. The road lines pass by in a blur, but our hero holds steady, gripping the asphalt as if he's glued to it. By now we can begin to hear the blades of the helicopter overhead. Towards the top of the screen, we see into the G8's passenger side mirror, revealing both the approaching villain vehicle and helicopter. Below the mirror, further down the road in the direction we're traveling, we see a gangster-era limousine slowing down while a gloved arm reaches out of the deep tinted windows. That arm is holding a large handgun which is aimed directly at us. This wide shot captures the danger of the whole situation while we see all of our enemies rapidly encroaching upon us. Of course, we'll soon find out they're no match for our nimble hero. All of a sudden, rapid bright muzzle flashes appear as the handgun is discharged, and two bullets strike the ground to the right of our G8, sparking as they hit and leaving faint smoke trails as they fly.



MISSILES



OIL SLICK



WEAPONS VAN



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STORYLINE (continued)

Our camera cuts quickly to a view further back from the G8 and slightly elevated. We can now prominently hear the spinning blades of the helicopter in back of us, which is only drowned out by the loud crackle of machine gun fire from behind. While bullets from the gloved limousine shooter continue to nearly graze the right side of the G8, our hero takes evasive action and swerves to the left of the road with a deep roar of his engine just as a strafing line of machine gun fire from behind misses him. Lucky for our hero, the helicopter-fired rounds find their way to the limousine, sending a spray of bullets into the rear tires and trunk of the car. Careening out of control and trying to regain traction, the limousine dips right and veers wildly to the left, sending it into a sideways roll down the road.

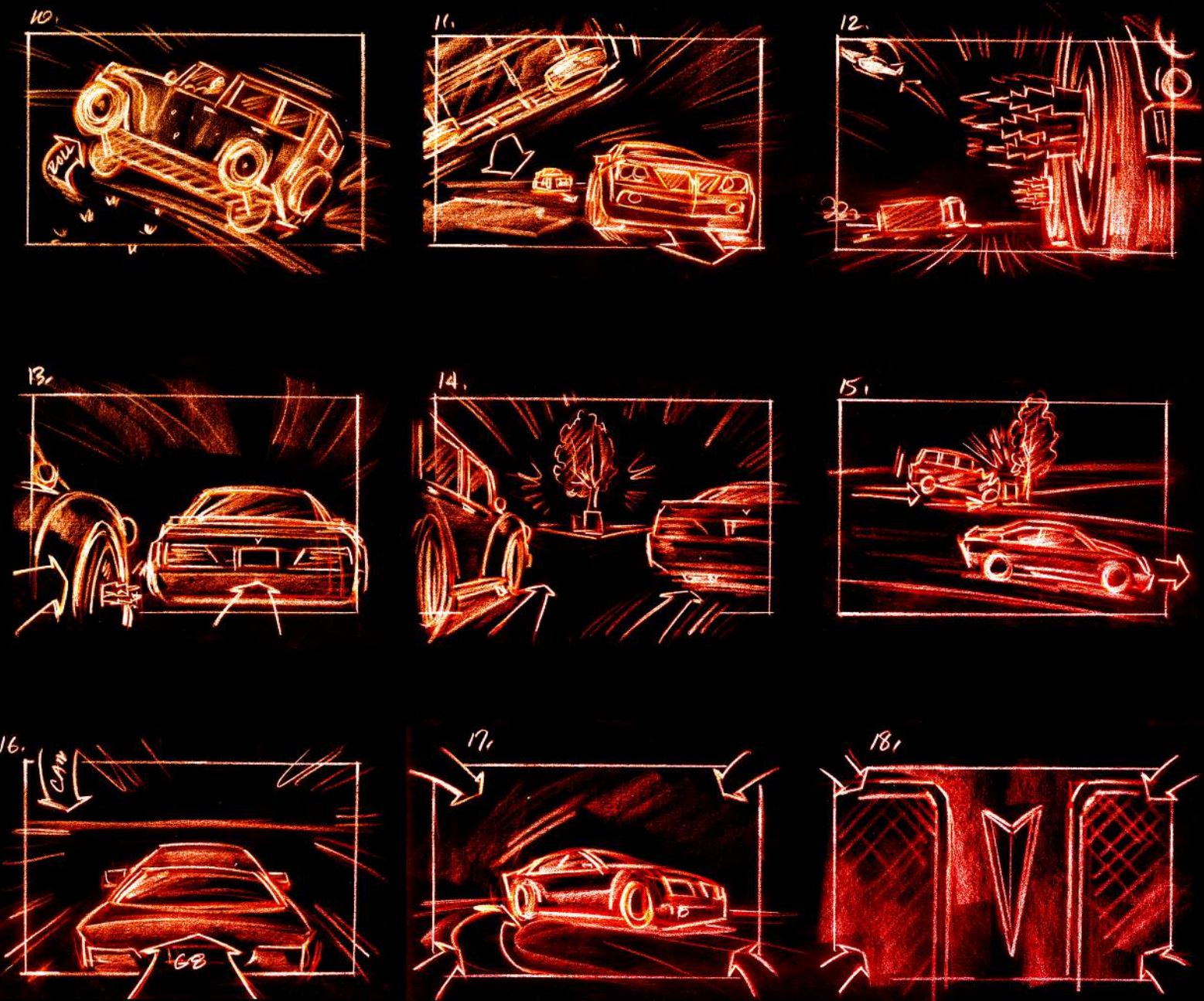
Our camera cuts to a reverse view of our hero just as he zooms underneath the toppling limousine, barely escaping the debris and whizzing past us to screen left. As the camera continues away from the rapidly disintegrating limousine, we see the other villain vehicle quickly swerve around the mess and continue his approach towards camera.

Our camera cuts to a reverse close up view of the villain's front passenger side wheel. We see there are multiple serrated knife blades attached to the center hub of the rim, spinning wildly as he edges ever closer. We still see a hint of the limousine's demise in the background as the helicopter gives up and turns away.

Our camera cuts to a trunk-level rear view of our hero G8, as if we're chasing it in another speeding vehicle. We can see the edges of the road and background zipping by to the sides, but we can't see directly in front of the G8, so we're not sure what lies ahead. Just then, our villain car catches up and edges in on screen left, getting dangerously close to slashing our hero's tires with his knives of doom. Just as he's about to cut into the G8's rear driver side tire, our hero makes a fast move to the right, and we see that the villain is approaching the centerline of a split in the road. The guardrails come to a point there, and a tree sits directly behind. Our villain is taken completely by surprise and has no time to react.

Our camera cuts to a high ¾ reverse shot above our G8, and we see the G8 speed to safety down the right-side split just as the villain's car strikes the point of the guardrails, sending it tail over nose into the tree. Our camera pans to follow our hero speeding off to safety.

Our final shot is looking forward while traveling down the empty road just as our G8 thunders directly beneath us. As our camera slowly lowers down to hood level, the G8 quickly initiates a handbrake maneuver causing him to spin 180 degrees to one side in partial slow motion. As the hero ends his slide and comes to a stop facing directly towards us, our camera, which is still moving forward rapidly, approaches the hood emblem/badge on the G8, and as it fills screen, we seamlessly transition to the end card "Pontiac Designed For Action". Our hero has prevailed, and the G8 is invincible!



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SMOKE SCREEN



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25¢
INSERT
COIN TO
PLAY
PUSH TO RESTART

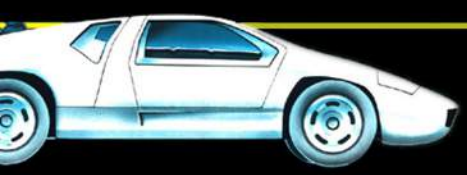
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FINAL THOUGHTS

We hope this thematic action sequence evokes the same feelings in you as it does in us. We can't stress how enthusiastic we are about this project, and we eagerly look forward to bringing this concept to life on screen. Thank you for this wonderful opportunity. We look forward to hearing from you.

"Please insert coin to continue..."



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