

**UFC 300 & Lamborghini: The past, the present, and the future. :
Television Commercial and Corporate Video**

By

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Subject: Screenwriting 202

13 June 2022

Lecturer: Dr. Anette Barnard

The Open Window

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Student Name and Surname: Heyns de Jongh

Student Number: 21100268

Subject and Level: SW 202

Lecturer: Dr. Anette Barnard

Project being submitted: Assignment 1

Student's signature: 

Date: 13 June 2022

SW202 Ads - TVC

PREPARED BY: Heyns de Jongh
 PRODUCTION COMPANY: HF Productions
 PREPARED FOR: UFC - Ultimate Fighting Championship
 DATE: 13 June 2022
 TOTAL RUN TIME: 0:30
 VERSION: 1

NOTES: This is an ad for an upcoming fight in the UFC. (The fight is fictional and takes place at UFC 300.)

	VIDEO	AUDIO	IMAGE
1. 00:03	<u>FADE IN:</u> Close up of GEORGE ST-PIERRE entering the octagon.	MUSIC: Epic music starts. <u>JOE ROGAN (V.O.):</u> He is undoubtedly one of the best to ever do it.	
2. 00:07	<u>CUT TO:</u> A montage of previous fights. George lands a superman punch on an OPPONENT. George takes down an opponent by sweeping his leg and shooting for the double leg takedown. George lands a beautiful striking combo: a double jab followed by head kick. His opponent is knocked out.	MUSIC: Continuing. <u>JOE ROGAN (V.O.):</u> All fighters should aspire to be like him. There is a reason why many consider him the greatest of all time.	
3. 00:03	<u>CUT TO:</u> Kamaru Usman entering the octagon.	MUSIC: Continuing. <u>JOE ROGAN (V.O.):</u> But he faces a different animal in Kamaru Usman.	

<p>4. 00:07</p>	<p><u>CUT TO:</u> A montage of previous fights. Kamaru lands a clean straight on an opponent knocking all the sweat off his head. Kamaru lands a double leg taking his opponent down. Kamaru lands vicious hammer fists on his opponent.</p>	<p>MUSIC: Continuing.</p> <p><u>JOE ROGAN (V.O.):</u> When he was coming up in the division nobody wanted to fight him. And currently nobody can stop him, on his quest to become the greatest of all time.</p>	
<p>5. 00:03</p>	<p><u>CUT TO:</u> A poster of George St-Pierre. Underneath him it says "2 Division Champion. Longest winning streak in UFC history."</p>	<p>MUSIC: Continuing.</p> <p>(SFX: Crowd screaming)</p> <p><u>BRUCE BUFFER (V.O.):</u> In the red corner. George "Rush" St-Pierre. He is a 2 division champion with the longest winning streak in the UFC.</p>	
<p>6. 00:03</p>	<p><u>CUT TO:</u> A poster of Kamaru Usman. Underneath him it says " Current Welterweight Champion. Most successful take downs ever in UFC history.</p>	<p>MUSIC: Continuing.</p> <p>(SFX: Crowd cheering)</p> <p><u>BRUCE BUFFER (V.O.):</u> In the blue corner. Kamaru "The Nigerian Nightmare" Usman. He is currently the Welterweight champion and has the most take downs in UFC history.</p>	
<p>7. 00:04</p>	<p><u>CUT TO:</u> A poster for UFC 300. The fighters appear on the poster. George on the left and Kamaru on the right. A tagline appears on the bottom of the poster: "There can only be one" <u>FADE OUT.</u></p>	<p>MUSIC: Comes to an end.</p> <p><u>JOE ROGAN VOICE OVER:</u> This is going to be a wild ride. You don't want to miss this folks.</p>	

3 MIN CORPORATE VIDEO FOR LAMBORGHINI. LAMBORGHINI:
THE PAST, THE PRESENT, AND THE FUTURE.

By

Heyns de Jongh

Once a legend, always a legend.

1. INT. CINEMA - AFTERNOON

STEPHAN WINKELMANN (57) the current CEO of Lamborghini enters the cinema. The cinema is as big as the Colosseum. Stephan is alone. He strolls down to the middle of the cinema. Sitting in the middle of the row. A projection starts on the cinema's screen.

Old footage of the earliest Lamborghini's start to play.

SUPER: The History of Lamborghini.

SUPER: 1964

OLD ITALIAN MAN (V.O.)
(in an Italian accent)
It all started with a man and his tractor. This was no ordinary man. This was a great man with even greater ambitions. His name was Ferruccio Lamborghini. His name will live on long after we're all dust.

Footage of the 350 GT is on the screen. The car is speeding along the road overtaking cars with ease. The OWNER can be seen smiling and laughing as he drives.

OLD ITALIAN MAN (V.O.) (CONT'D)
(in an Italian accent)
The first car that Lamborghini made was an Italian masterpiece. Making the other Italian super cars look like children's toys.

The footage then shows the then new design of the Miura. The Miura is orange with a hint of black. It speeds on the French country roads with the roar of the engine thrusting it forwards.

SUPER: 1966

OLD FRENCH MAN (V.O.)
(in a French accent)
The design of the Miura changed everything. It went from an average looking car, to a car that caught your eye no matter what you were busy with. It certainly caught the eyes of millionaires.

SUPER: 1974

The footage switches over to show the Lamborghini Countach. The Countach is driving in the streets of Miami. People in the streets stop and take a moment to stare at the car. The footage swaps to a TEENAGE BOY (14) lying on his bed starring at posters of the Countach.

TEENAGE BOY

One day when I'm super rich and famous, I'll have one for each day of the week.

SUPER: 2011

The footage switches over to the Lamborghini Aventador at the start of a drag strip. The car roars away as the light turns green leaving a puff of smoke behind.

YOUNG MAN (V.O.)

The Lamborghini Aventador is like a caged animal. Power and speed are personified to the utter extreme in every way.

SUPER: 2014

The footage switches over to the modern Lamborghini Huracán. The Huracán is seen speeding in and out of turns on a winding road in California.

WOMAN (V.O.)

With modern technology, the soul of a Lamborghini has never been louder or faster. There is no way Lamborghini can improve on this desi--

The projection stops. Stephan strolls out of the cinema.

2. INT./EXT. CAR GARAGE - MOMENTS LATER

In a room a silhouette of a car can be seen. Stephan clicks the car's key. The car flashes its lights. It's alive. Stephan climbs into the car, showing the luxurious leather seats.

Stephan's hands glide over the steering wheel. Finally he turns on the car with the start/stop button. The sound of the hybrid engine fills the room. A message flashes on the dashboard of the car: Full power.

The car creeps out of the garage. The 2021 Lamborghini Sian is revealed.

3. EXT. A WINDING ROAD - CONTINUOUS

The Lamborghini Sian speeds on the road making easy work of the corners on the road. On a straight, the combustion section of the engine roars with a fury.

STEPHAN (V.O.)

The Lamborghini Sian is in a class of its own. Putting other hybrid super cars to shame. With F1 technology built in, we're leading the charge in bringing you the car of tomorrow today.

The Sian roars on.

4. EXT. STOP SIGN - MOMENTS LATER

The Sian stops. A father and a son stare at the car.

STEPHAN (CONT'D)

Whenever, you stop the Sian keeps working to refill the battery for extra power. Because who doesn't like free power.

The Sian blasts off. The father and son look at each other astonished.

5. EXT. A WINDING ROAD - CONTINUOUS

The Sian purrs as it drives on the open road. A gathering of Lamborghini's idle in the distance.

6. EXT. CLIFF - LATE AFTERNOON

The Sian creeps into the circle the other Lamborghini's have made. All of the old Lamborghini's are there. The 350 GT, the Miura, the Countach, the Aventador, the Huracán, and finally the Sian.

The Lamborghini's doors open and their narrators, the OLD ITALIAN MAN (75), the OLD FRENCH MAN (65), the teenage boy, the YOUNG MAN (23), and the WOMAN (31) step out. Stephan gets out of the Sian with a smile on his face.

STEPHAN (CONT'D)

We here at Lamborghini know a few things. We know that it takes stories to make history. It takes critique to become a classic. And finally, it takes time to become timeless.

The Lamborghini logo appears with the tagline: Once a legend, always a legend.

FADE TO BLACK.

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