



Intro

The world is changing. And Lexus is changing with it. This might be Lexus' first electric car, but their plans to offer the electric option across all of their models means this is more than just a tokenistic gesture. It's not an evolution but a revolution.

Our job is to harness that energy while staying true to the subtle, yet stylish Lexus brand with a film that extols the car's unique benefits and which like the Lexus UX 300e feels contemporary, characterful, and confident.

These three words perfectly sum up our directing style. A style which we have finessed in the world of drama on our Netflix show *Why Are You Like This?* Our experience directing culturally relevant, razor-sharp scripts, and idiosyncratic characters - all within a heightened visual style - is what elevates our commercial work.

Vision

Fortunately, we already have a script with personality and attitude that renders those elements in an efficient, but effective way. And those rat-a-tat exchanges between our knowing characters - split between convincers (the drivers) and doubters (the gentlemen) - will inform how we approach this visually.

Our characters will break the fourth wall and talk directly to the audience, creating a sense of complicity with them. But they'll also be shown driving the UX 300e, recharging it, and enjoying the many benefits that come with it. This requires a unique, rhythmic shooting style that works in synergy with the dialogue and action, allowing us to convey our characters and the UX 300e in a way that feels modern and slick, but eschews superficial camera tricks for shots that are motivated and purposeful.

We'll use a range of light sources and techniques, from practical light to colour-blocking, to contrast the UX300e with our characters and their environment. Our intention here is to accentuate the car's key features and capture that liquid metal look as it speeds through the streets.

The aspect ratio is yet another tool that we can use as a visual metaphor to convey our characters' psychology. While the convincers will be shown in 16:9 from the outset, the narrow-minded doubters will initially be shown in 4:3, only to reappear at the end in 16:9

as they embrace the ideas they're presented with. Our audience might not notice this, but they'll feel it.

We think this is a great opportunity to make a spot that travels beyond Australia and connects with a wider, international audience. We'll combine Australia's unique sense of humour, playful personality, and our enjoyment of life and the beautiful things in it, with universally relatable characters and situations, and a diverse, representative cast that reflects a global audience.

Characters

Convincers

Chloe (a.k.a 'Driver) - A young, whip-smart coder who's confident, knows her own mind, and isn't afraid to give people a piece of it when necessary.

Outfit: Offbeat silhouettes that are somewhat dreamy and abstract but which have confidence and maturity.

Sarah (a.k.a Driver 2) - A middle-aged jewellery designer and mother to her 21-year-old daughter, Sarah knows what's going on when it comes to fashion and culture.

Outfit: Understated, chic, vintage-inspired.

Noah (a.k.a Driver 3) - A thirty-something business consultant and water-sports enthusiast, Noah never misses a chance to swap his work suit for his wetsuit wherever he is in the world.

Outfit: Modern, with strong shaped lines while being open and sensitive.

Kira (a.k.a Driver 4) - A project manager in her early thirties, Kira's meticulously organised life runs like clockwork and she has no time for things that slow her down, which is why she drives a Lexus.

Outfit: Strong and powerful, with a contemporary minimalism.

Tom (a.k.a Driver 5) - A lawyer and perennial sun-chaser. When Tom's not in the office, he's down by the pool in his apartment block, showing off his chiselled physique.

Outfit: Designer budgie-smugglers.

Doubters

Leo (a.k.a Gentleman) - A CEO in his early fifties who takes pride in his work and his appearance. He spends his life trying to stand out, but it's turned him into a bit of a contrarian.

Outfit: Classic, with a contemporary touch.

Joe (a.k.a Gentleman 2) - A landlord and father of three who's been friends with Leo since they were kids. He knows what he likes and likes what he knows.

Outfit: Safe, and somewhat dated.

The Car as a Character

Like our characters, the Lexus UX 300e has an identity of its own. We'll convey the UX300e's cutting-edge technology and understated power as it glides seamlessly and elegantly through our scenes, showing off its sleek design lines, finessed bodywork, and detailed, sophisticated interior with a cinematic aesthetic that elevates the UX 300e to the star of the show.

Along with front 3/4s, we'll show the UX 300e in motion as light passes over the bonnet, refracts on the windscreen, and settles on the elongated red tail lights which we'll contrast with the white interior to create a rich, varied colour palette.

Story

Close-up of the Lexus logo on the wheel of the UX 300e as it drives into the frame and comes to a stop.

The camera pans up to reveal CHLOE nestled comfortably in the driver's seat. She glances at something through the windscreen.

The camera whips across the road and stops on LEO sitting outside a cafe on a busy high street - lined with bars and restaurants buzzing with life. Leo stares at the UX 300e.

Leo: Lexus electric...Why?

The camera whips back to the UX 300e from a low-angle. The car door opens to reveal Chloe's colourful outfit - in stark contrast to the white leather interior - as she steps out of the car, turns to camera, and sassily replies ...

Chloe: More sustainable.

Close-up of the UX 300e grill. Then pan to a front 3/4 as the car turns into the camera with rhythm and energy. We're in an artsy part of the city with independent shops and boutiques.

We see SARAH through the windscreen. She puts her foot down on the accelerator and feels the power of the car as it pushes her back into her chair. Now we're close-up on her

hands as they clutch the leather wheel. Her fingers and thumbs adorned with tasteful, customised jewellery.

Then back to a mid-shot of an excited Sarah.

Sarah: More power.

The car speeds out of frame.

We go wide on a MAN - dressed in a trench coat - sitting on a street bench reading a newspaper. It rustles as the UX 300e speeds past and catches his attention. Jump forward to an intrigued mid-shot of the MAN.

Man: Where do you charge that?

Now we're wide on a modern house, with ceiling to floor windows and a brushed-steel garage door. The garage opens to reveal the UX 300e parked inside and NOAH stood next to it, oozing charm with his slick, effortless demeanour.

Noah: Here.

Hard cut to a charging station in a dimly lit underground car park. The camera glides up the cable of the charging station to reveal Noah motioning towards it.

Noah: There.

The camera whips up to the sky then comes back down again to reveal an extreme-wide of a vintage gas station in the middle of nowhere at dusk. A seemingly futuristic UX 300e charging station next door. All we can make out is Noah's silhouette, illuminated by the bright red rear lights of the UX 300e.

Noah: Anywhere (with an echo from a distance)

We go close-up on a MAN refilling his car with petrol, confused as to why Noah is yelling into the distance. His eyes widen with awe as he sees the UX 300e charging station.

Man: Not bad.

Action-cut to TOM as he hits the water of a pool, cutting through the surface. We travel underwater with him as he resurfaces and rests his arms on the edge of the infinity pool, looking out at the sun-lit city.

Tom: There are perks too.

Cut to a wide of Kira standing in front of the UX 300e parked outside the drive of her house, while her husband sits in the passenger seat. Unsure how she is going to fit the two bikes and big overnight bags stacked next to the car. The camera twists 360 degrees on its side, cut to a mid shot from behind the neighbouring picket fence we hear her

NEIGHBOUR (but barely see him - similar to Tim 'the Tool Man' Taylor's neighbour from Home improvement).

Neighbour: Won't fit.

We cut to the POV of the neighbour as a smug Kira leans back against a giant Lexus LX (which has replaced the UX300e) with the bikes comfortably on the roof.

Kira: I can borrow a bigger one.

Now we're inside the LX boot filled with the bags. A satisfied smile on Kira's face as she slams the boot door shut and we cut to...

Leo back at the cafe. The music falls away and is replaced with sounds of customers chatting, the coffee machine grinding beans - focusing our attention on the moment. Leo looks lighter and the frame has opened up. We move out to reveal JOE who sits across from Leo and notices the UX 300e across the road.

Joe: Electric! why?

We cut back to Leo who smiles in realisation.

Leo: Zero emissions, more power.

The music returns as we go wide on Chloe unplugging the street charger. Then to a mid-shot of her in the UX 300e. And finally to a close-up of her face. A knowing smile as we cut to...

...a stunning $\frac{3}{4}$ of the UX 300e as it glides effortlessly along the road at dusk. The city lights shimmering off the polished bodywork.

Casting and Performance

This film will live and die by its performances, so we need actors rather than models who can portray the characters authentically and deliver their lines with subtle, nuanced, and often unspoken looks and glances. They'll layer their performances, adding depth and complexity with moments of playful spontaneity and idiosyncratic behaviours that make our characters easily identifiable and the conflict between the *convincers* and *doubters* believable.

It's also important to us, and our audience, that the casting represents and reflects the reality of the world that we live in. This means a diversity of gender, race, and body type in the characters on screen.

Wardrobe, Styling, Hair

We're creating characters, not models, who are more than mere clothing racks. So while the outfits are aspirational, they should be grounded in reality. Somewhere between casual and luxury. Clothes that like our characters feel authentic and lived in, but that are put together in a way that feels considered.

Colour is crucial to this, and we'll pick hues and shades that pop on screen but that also compliment the exterior and interior of the UX 300e.

Music & Sound

We need a track with a youthful energy that sets the tone and drives our story from the very first beat, but which doesn't undermine or overwhelm the dialogue. ECG are an all-female drumming band that have a playful, joyous sound and rhythm that would perfectly underscore our film. We're confident we can find musicians with a similar sound in Australia and support local artists given the current climate.

Edit

The dialogue has a pace and tension to it, so we want a taut, slick edit that gets in and out of scenes and moves the story along while capturing the best shots of the UX 300e as it remains stationary in some scenes and speeds through others like liquid metal.

15 Second Edits

Our two 15-second edits are laser-focused placements that concentrate on the 'driving experience' and 'lifestyle benefits' that come with the UX 300e.

The 'driving experience' should focus exclusively on shots of our characters interacting with the car and enjoying it. That includes the satisfying, sensory experience of handling the wheel or being energised by the power of the car as it accelerates, as well as the awestruck looks and envious glances that our characters register as they speed past other people on the street or in other cars.

The 'lifestyle benefit' should unfold with seamless ease and smooth, confident transitions, portraying the stress-free life that comes with a UX 300e. A life which our audience aspire to.

Melbourne Cup Edit

We'll cut sourced or stock footage with car footage from the shoot to create a vibrant, energetic, and stylised audiovisual collage. Horse hooves galloping across the grass track while the wheels of the UX 300e eat up the tarmac. The blur of spectators in the stands as

the horses speed past and the blur of onlookers as the UX 300e does the same. The streamlined, muscular body of the horse and the sleek, beautifully designed bodywork of the UX300e. And in amongst this, we'll plant little visual clues about breaking the fourth wall, then reveal the VO is our talent at the end.

Thanks!