



## Intro

When I think of my happy place, I too think of snowy mountains, warm, sandy beaches, and dense, green woodlands.

But after the loneliness and isolation of the last eighteen months, my happy place isn't just about where I am, but the people I'm with.

This spot perfectly captures that desire to escape the city with friends and family. And to share meaningful adventures with the ones you love, in the car you love.

But the Toyota RAV4 Hybrid isn't just bringing friends and families together, it's bringing the world together. Its state-of-the-art Hybrid technology is a reminder of just how we're going to preserve and enjoy these natural environments for years to come. It's a reminder that we're in this together.

That we're happier together.

## Approach

So much of this story is about the reveal. The reveal of the car. And the reveal of the environments outside.

But often what we don't show can be more powerful than what we do, encouraging the audience to use their imagination to fill in the gaps and project their own ideas and experiences into the vacuum. The beauty of this approach is that you end up with a film that is personalised to every viewer.

For this reason, I'd like to suggest some slight changes to the story. Rather than the garage door gradually opening throughout the film, it would start to open during the first shot then remain open for the rest of the time we're inside the garage. But we never see this garage door or the world outside. Rather it will be an unseen portal out of frame. Instead, we see and feel the light and environment-specific elements from each of these worlds enter the garage, suggesting what's outside. Teasing the audience and building anticipation.

So for the beach scene, we'll have a low-hanging orange sunset reflecting off the shiny bonnet of the car while a gust of wind blows sand along the floor. For the forest scene, we'll cast lines of light and shadow on the car as the sun tries to peek through the dense woodland and leaves rustle in the background. And for the winter scene, we'll show snow spilling into the garage as the glow of the sun melts the car's icy windscreen.

What we're looking to create is a sense of adventure and excitement, but also love. Whether that's the romantic love between David and his wife as they prepare to go skiing. The paternal love between David and his son as they get ready to go surfing. Or the platonic love between David and his friends as they are about to go climbing. And at the centre of all these moments is the RAV4, bringing people together.

## **Look and Feel**

This is a product film and the Toyota RAV4 is at the very heart of it. As are its new features. The hybrid badge. The 18" rims. The sculpted head and tail lights. And the racing grill. We'll elevate these features and give them a cinematic look by using natural and practical light from the unseen outside world to highlight their contours and the craft that has gone into making them.

These shots will always include the actors. So if it's a low-angled shot of the headlights then the actor will be out of focus in the background, or if it's a shot of the grill then an actor will pass in front of the car, reinforcing that connection between the car and our character.

The shifting seasons - winter, summer, and fall - are like another character in this film. Depicting the subtle, yet noticeable passing of time. We could use a single movement to capture these changing climates and how they influence David's activities and the people he spends time with, while also conveying the versatility of the Toyota RAV4.

Imagine a wide shot of the car while David and his son strap a surfboard to the roof. The camera starts to circle the car. And as it does the garage interior, the props, the lighting, and even the characters themselves, gradually change but the Toyota RAV4 remains the same. We can achieve this using a techno dolly that can repeat moves with pixel-accurate precision. This is the better motion-controlled option when compared with the Bolt robot, as it is relatively inexpensive and can double-up as a crane for a lot of the other shots.

In addition to this, we'll use a combination of crane shots for transitions and car details, and dynamic handheld camera shots to capture the characters and how they relate with each other and their environment.

I loved your idea of breaking the 4th wall with a glance from the actor playing David, timed perfectly with the lyric 'So happy together' before the song breaks out into its chorus. Not

only will this connect our audience with the character, but it will help to establish our heightened, designed reality so when the car drives out of the garage and into the forest it will feel like a seamless, stylistically consistent transition. It also immerses the audience in the storytelling and is the last piece of the Happy Together puzzle as we, the viewer, are included in this “together”.

Even though we won't show what's outside the garage, we still intend to add - either in the studio or in post - vistas for the snowy winter scenario and sunny beach scenario. While they won't be shot directly, these vistas may appear in the reflections of the car's windscreen or bodywork, as well as when we capture the features on the back of the parked car. But even then these snippets will be out of focus and keep our audience guessing.

The most important shot will be the one of the Toyota RAV4 exiting the garage. It will be the first shot that brings the exterior world into sharp focus. It's important to capture the car in both locations so we'll bring part of the garage build - perhaps the door and the walls - from the studio to the forest.

Using a crane, we'll construct a sweeping long shot of the car emerging from the garage and navigating the winding gravel track weaving through the forest. These last ten seconds will switch up the pace and show the Toyota RAV4 in all its glory. Using an off-road camera arm and cable cam we'll capture the car speeding through the dense woodland and spitting up the gravel with a series of quick cuts, then follow the car with drone shots as we set it against the epic landscape.

## **Script**

### **Garage Door - 30s Script**

It's dark, except for a dim artificial light that subtly illuminates a sizeable, organised garage with dusty shelving units lining the walls. A first-generation RAV4 toy is sandwiched between ski equipment. A child's bike is propped against the wall. Climbing gear hangs from the ceiling.

Then the FLICK of a switch. Followed by a steady ELECTRIC HUM as...

...a thin strip of light appears on the floor and gradually expands as the garage door rises automatically from the snow-laden ground.

We cut to DAVID and his WIFE - both dressed in ski suits - laughing and joking as they approach the Toyota RAV4 parked in the centre of the garage. The light seeps in beneath

the ascending garage door and gradually creeps up the grill, then the bonnet, and the windscreen until the car is shrouded in the soft glow of the winter sun.

A biting wind WHISTLES as the opening notes of *Happy Together* build.

As David reaches the car door he exchanges a loving look with his wife and we transition to...

David - now in a t-shirt and shorts - standing by the car with his SON as they load a surfboard onto the roof of the RAV4. The bright summer sun reflects off the polished bodywork and refracts off the new fog lights.

A faint but audible CRASH of waves and WHOOSH as...

...grains of sand are swept into the garage by a warm, summer breeze. David tosses a ratchet strap to his son who catches it and smiles back at him. David opens the driver's door and we transition to...

David and his FRIEND - both in climbing gear - throwing climbing rope onto the backseat of the car which sparkles under the dappled light from outside.

The beach SFX now replaced with woodland bird song.

David turns to the camera with an excited smile then climbs into the driver's seat, raring to go.

The music which has been building throughout reaches its climax and explodes as the chorus of *Happy Together* kicks in.

David presses a button on the dashboard, engaging All-Wheel Drive (AWD), then clasps the steering wheel and accelerates out of the garage and into...

...the forest. The wheels kick up loose gravel and we witness the car's SUV capabilities as it winds along the asphalt road which cuts through the surrounding woodland. Inside the car, David steers with ease, revelling in the fun and adventure that lies ahead. We cut to the 'HYBRID' badge fastened to the side of the car as it speeds past. Then pull out and upwards into the sky, looking down at the car and capturing it with a series of stunning shots as it weaves through the wilderness.

**VO:            FIND YOUR HAPPY PLACE**  
**NEW TOYOTA RAV4 ADVENTURE HELLO HYBRID HAPPINESS**

**Garage Door - 15s Script**

We open on a close-up of the blue and silver Toyota badge on the bonnet of the RAV4.

Then the FLICK of a switch. Followed by a steady ELECTRIC HUM as...

... the garage door rises automatically from the ground. Dappled woodland light sparkles on the bonnet of the car as we get the sense that something is just outside. Just beyond our view.

The woodland BIRDSONG gradually gives way to the opening notes of *Happy Together* as it builds.

DAVID and his FRIEND - both in climbing gear - throw climbing rope onto the backseat of the car. David turns to the camera with an excited smile then climbs into the driver's seat, raring to go.

David presses a button on the dashboard, engaging All-Wheel Drive (AWD), then clasps the steering wheel and accelerates out of the garage and into...

...the forest. The wheels kick up loose gravel and we witness the car's SUV capabilities as it winds along the dirt track cutting through the surrounding woodland. Inside the car, David steers with ease, revelling in the fun and adventure that lies ahead. We cut to the 'HYBRID' badge fastened to the side of the car as it speeds past. Then pull out and upwards into the sky, looking down at the car and capturing it with a series of stunning shots as it weaves through the wilderness.

**Titles:            FIND YOUR HAPPY PLACE**  
**NEW TOYOTA RAV4 ADVENTURE HELLO HYBRID HAPPINESS**

## **Music**

The song 'Happy Together' by Weezer is central to this spot. Not only is it a recognisable, memorable song, but its lyrics fit perfectly with our story and the overall theme of the spot. Where possible we should look to match the lyrics with the onscreen action, so when they sing 'to think about the girl you love and hold her tight' for example, we'll time it with the loving glance David and his wife exchange as they get ready to go skiing.

The song also builds towards an anthemic climax within the first thirty seconds and follows this with an explosion of energy as the unforgettable chorus follows, reinforcing the sense of freedom and excitement that David feels as he emerges from the garage and into the forest.

## **Edit**

The edit will work in synergy with the song, gradually building in speed and intensity as we transition between the various seasons and David's preparation for an activity with either his wife, son or friend. On reaching the chorus of the song, we'll match the explosion of energy which a series of quick, dynamic shots of David accelerating out of the garage and speeding through the woodland.

## Location/Art direction

The set dressing is key to selling who David is and the life he lives, so it will be filled with subtle visual clues, such as a first-generation RAV4 toy on one of the dusty shelves, his son's old bike propped up against the wall, or his climbing gear hanging from hooks suspended from the ceiling. In short, it needs to feel authentic and lived in, but with a designed reality that is aesthetically pleasing.

For the garage itself, we should look to build it in a studio as this will give us control over the light, props, and set dressing. It doesn't necessarily have to be a complete garage as I would shoot across one axis and we wouldn't see the opposite sidewall. But it's important that the garage is a modular build so we can transport it to the forest and reconstruct it with ease.

In terms of the forest, let's aim for a view that fits perfectly with the garage door. And a road that starts straight, allowing the car to accelerate out the garage, then bends and curves so we can see how the car corners as it weaves through the forest. A long beautiful asphalt road would give us a textured, authentic aesthetic and allow us to shoot a classical pack shot. But for the those final few frames it's important that the car is on a smooth road with big coniferous trees on either side to capture the smoothness of the drive and end on a clean look.

For the family pack shot with four cars, I suggest we find a suitable wide road and use a detailed, yet atmospheric matte painting in conjunction with post-production to create the background. This is relatively easy and something I've achieved many times in the past with great success.

## Casting

**David** is a loving husband, father, and friend. A laid back, genuine guy who would do anything for anyone. He's not a model, but has a rugged handsomeness and natural charm about him. He works hard but knows how to have fun and wants to enjoy life with the people and the car he loves.

Like David, his **wife** is an architect and adventurer at heart. They met at work and have been together ever since. She's louder and more opinionated than David, but she also has a lighter side and loves to laugh. She has a natural, understated beauty.

Their **son** looks just like his parents and acts like them too. Driven and focused, but able to relax and enjoy himself when the opportunity presents itself, he has a young, boyish look.

David and his **friend** met at a local bouldering centre in their teens and haven't lost that passion for climbing in the years since. Like David, his friend has an athletic build but isn't overly concerned about his appearance.

## Wardrobe

Our character's clothes will provide subtle but vital visual clues to the adventure they're embarking upon and it's connection to the outside world. David and his wife will be dressed in ski suits - but not hats or boots - in the winter scenario. While in the summer scenario, David and his son will be wearing a t-shirt, swimming shorts, and perhaps some flip flops. And in autumn, David and his friends, will be wearing snug pullovers and climbing trousers with multiple pockets for their equipment. I'd like to keep an authentic neutral palette across all of the outfits, but have spots of vibrant colour from an orange climbing rope to a blue surfboard that bring each shot to life.

## Thanks

As a climber, off-road car enthusiast, and father of three, this story and its message resonates with me on a personal level. But it also speaks to me on a professional level and feels tailored to my strengths and interests as a director. I can't wait to build on the great work you've done so far and make this spot as stylish, relevant, and impactful as the car at the heart of it.