



‘Obsessed Preparation’ TVC Script :20

In this film, we dramatise the obsessive preparation in tennis, with the Lexus LM providing the player ultimate comfort.

We open on a shot of the Lexus LM gliding on the road. Inside, the player is comfortably lounging in luxurious leather seats. He closes his eyes and we transition to the next scene.

In the changing room, with a Lexus sponsorship logo on the wall, the player performs a challenging stretch, pushing every muscle to its extreme.

Followed by the player submerged in an ice bath beneath the stadium.

A rapid burst of exercises: high knees, forward lunges, fast feet.

On the court, the player launches a serving ball high, drawing his racket behind him.

VO: OBSESS OVER THE LITTLE THINGS AND AMAZING FOLLOWS

We see a macro close up of the ATP X Lexus tennis ball.

ENDFRAME: EXPERIENCE AMAZING

‘Lines and Limits - Control TVC Script :20

In this film, we dramatise the obsessive preparation in tennis, with the Lexus NX providing powerful control.

We open on a coach driving the NX, seamlessly following the lines of the road with excellent grip. We cut back inside to see the driver grip the steering wheel of the Tazuna cockpit.

We transition from the lines on the road to the lines of a tennis court with a Lexus sponsorship logo on the wall. A coach conducts hitting drills, emphasising the importance of hitting the lines. Our player strives to place every shot perfectly.

We see the world through the coach's eyes. His strategy unfolds as spectacular lines radiate in every direction, amplifying the scene's intensity.

They transition to shuttle runs, racing between court lines with fierce determination.

VO: OBSESS OVER THE LITTLE THINGS AND AMAZING FOLLOWS

We see the player double-exposed to create an extraordinary visual. There's just as many players as there are lines of the court. We follow the trajectory of all these balls going towards their target, until they hit it right in the centre. — The perfect ace.

ENDFRAME: EXPERIENCE AMAZING
LEXUS x ATP

‘Intensity of Focus - Design’ :20

We open on the sleek aerodynamic design lines of the car. As we zoom into the headlights, we match cut to a fan's eyes observing a tennis rally.

We see Lexus sponsorship logos displayed around the court. Her eyes dart from left to right, mirroring the swift movements of the players.

We zoom closer to her pupil until it fills the screen, capturing the reflection of the two tennis players locked in a fierce duel. Every detail is seen. Every return of the ball is felt. We then see the player hit the match point and celebrate the victory. The crowd erupts into wild cheers. The celebratory moment is amplified as we view it through her speckled pupil, refracting light like a prism and intensifying the scene.

VO: OBSESS OVER THE LITTLE THINGS AND AMAZING FOLLOWS

ENDFRAME: EXPERIENCE AMAZING

‘Lexus x ATP’ TVC Script :30

We open on a stunning wide of an exciting city at dawn. A Lexus LM glides through the wide avenues.

Inside the Lexus LM a tennis player reclines his seat. His movements deliberate and precise as he pre visualises his game.

We match cut from the reclining motion to him now submerged in an ice bath beneath the stadium where every freezing second counts.

A timer beside him blares and he leans forward. Every muscle tensed, ready to emerge and continue his meticulous preparation.

In the changing room, the player performs a challenging stretch. Every muscle and tendon pushed to its extreme, seeking the perfect extension.

This shot is matched with the tightening of his racquet strings.

A rapid burst of exercises: high knees, forward lunges, fast feet.

With unwavering focus, he wraps tape around his racquet. Every movement deliberate and exact.

From the darkness of a TV broadcast truck, we see a wall filled with screens showing the action from every angle.

A close-up of his foot on the baseline.

A bead of sweat falling from his brow.

A shot of a fan observing his every movement.

The corner of his lip curled in unyielding focus.

The vein on his hand gripping the racquet.

VO: OBSESS OVER THE LITTLE THINGS AND AMAZING FOLLOWS

The player launches a serving ball high above his head and draws his racket behind him. The tennis ball flies towards camera, large and in fine detail, before we dramatically cut away to the end frame.

ENDFRAME: EXPERIENCE AMAZING LEXUS x ATP

In the final shot, the tennis player opens his eyes. He's arrived at the impressive ATP venue. We see the Lexus LM parked in front of the entrance.

‘Player/Coach/Fan’ TVC Script :60

We open on a stunning wide of a modern, vibrant city at dawn. People bustle up and down the street as they come to life.

A slow, meditative soundtrack starts up, drawing us in and building anticipation.

We track a Lexus LM as it glides along the wide, clean, modern avenues. The morning light passes over the glass windscreen and shimmers on its metallic bodywork.

Inside the Lexus LM, a tennis player reclines in his seat and carries out precise, deliberate movements as he pre-visualises his game.

We match cut from the reclining motion to him now submerged in an ice bath beneath the stadium, where every freezing second counts. A timer beside him beeps. He leans forward. Every muscle tensed, ready to emerge and continue his meticulous preparation.

Now we find ourselves in the changing room as the player performs a challenging stretch. Every muscle and tendon fully extended and pushed to its extreme.

This shot is matched with the tightening of his racquet strings.

A rapid burst of exercises: high knees, forward lunges, fast feet.

With unwavering focus, he wraps tape around his racquet. Every movement deliberate and exact.

A coach is conducting hitting drills, emphasising the importance of hitting the lines. Our player strives to place every shot perfectly.

We see the world through the coach's eyes. His strategy unfolds as spectacular lines radiate in every direction, amplifying the scene's intensity.

They transition to shuttle runs, racing between court lines with fierce determination.

They transition from the court lines to the lines of a rope ladder as our player runs up and down it in an intense drill.

We suddenly see the player double-exposed, creating an extraordinary visual. There are now as many players as there are lines on the court. We follow the trajectory of dozens of tennis balls, all starting in different places but heading towards the same target until they hit it right in the centre — the perfect ace.

We see the coach driving the NX, effortlessly turning the wheel and seamlessly following the lines of the road with excellent grip.

We transition to an exterior of the LBX as it follows the lines on the same road and we showcase its sleek, aerodynamic design. We zoom into the headlights and match cut to...

...a fan's eyes darting from side to side as they observe a tennis rally.

It's match point and the players are giving it everything.

We cut back to the fan's eyes shifting from left to right, getting faster and faster, mirroring the increasing intensity of the game.

We zoom in on the fan's pupil until it fills the screen and reflects the two tennis players in rich detail.

From the darkness of a TV broadcast truck, we see a wall filled with screens showing the action from every angle.

A close-up of our player's foot on the baseline.

A bead of sweat falling from his brow.

The corner of his lip curled in unyielding focus.

The protruding veins on his hand and forearm as he grips the racquet.

VO: OBSESS OVER THE LITTLE THINGS AND AMAZING FOLLOWS

Finally, the player launches a ball high above his head and draws his racket behind him.

The tennis ball flies towards the camera, large and in fine detail.

**ENDFRAME: EXPERIENCE AMAZING
LEXUS x ATP**