



## Intro

As a director, I'm obsessed with detail. Not just the technical mechanics of shooting a scene, the way a set is dressed, or the clothes our characters wear, but capturing those small, subtle emotional nuances that infuse a mere glance or gesture with meaning and create moments that feel authentically human.

Watching the Olympics over the past few weeks has reminded me that athletes are exactly the same. Spending every waking hour trying to find that extra inch that will give them the edge over their competition.

Nowhere is that inch more important than in the world of tennis where those narrow white lines determine whether a shot is in or out, a match is won or lost, a legend is made or a loser is forgotten.

This detail also matters at every stage of making a Lexus car, from design through to production and introducing it to a global audience.

As you can probably tell, I'm pretty excited about this one. Even more so after talking it through with you the other day. I think we've got a big opportunity here to make a genuinely original car spot that moves audiences and celebrates the premium Lexus brand.

So, let's get into the details.

## Visual Approach

We've all seen these kinds of car meets sports spots before, so the question is how do we hook the viewer in with something original that conveys the passion, energy, and dedication behind ATP and Lexus?

As you wisely pointed out in the call, let's not interrupt the narrative by intercutting shots of the car driving along a winding country road, because even if it's executed beautifully it will still feel like every other car commercial that's come before.

Instead, let's have the car bookend the film and have the modern, quiet luxury of Lexus' elegant, detail-orientated design form the basis of our style and tone.

Combining close-ups, zooms on features, quick cuts, and dynamic camera movements with designed, photographic shots that have an artful elegance. Dramatic effects that capture that magical, transcendent feeling our characters experience as they lose themselves in the details of their craft and connect with something bigger.

Rather than something observational and objective, let's opt for abstract, subjective, cinematic visual language. Using techniques such as double exposure that could be interpreted as our obsessive character breaking out into multiple versions of themselves so they can be everywhere all at once or being haunted by greatness.

I also love the idea of using multiple points of view to add layers and textures to the stories and then tie them together. As the artist Jeff Coons once said to me on a shoot, art is in the eye of the beholder, so it's up to the fan to define it. This is true for the fan film, but also the coach and player, as they are fans of tennis too.

I'm not a flashy camera kind of director. I just don't work like that. Instead, I like to focus on capturing human characters and authentic, emotional stories, so I'll team up with a DoP who is a technical wizard and gives me the freedom to focus on what matters most.

## **'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**

## **Casting**

I love the concept of 'Modern Takumi' as it relates to the Lexus brand. Humble, self-made, detailed-obsessed craftspeople who go beyond the superficial to plumb the depths of their talents and discover their authentic selves.

Casting is a big part of my process, but that process isn't just about picking the right person for the role. It's also about creating a family on set and making the actors feel safe and comfortable to explore their characters and discover the humanity in each scene.

I particularly enjoy casting non-professional actors and find the process of gaining their trust and cracking open that shell for the first time really exciting and magical.

Our player has to carry the emotional weight of the film, so let's find an athletic young man who has or is playing tennis as an amateur or low-ranked professional, but perhaps struggling with their confidence. Someone who looks the part but can also act the part believably, like the two striking, charismatic guys in *Challengers* that you immediately fall in love with.

Let's balance things out and keep them interesting by having a badass, no-nonsense female coach who is just as focused and driven as our tennis player.

Meanwhile, our fan should be a somewhat innocent teenager or adolescent who is coming of age and is deeply affected by what they are witnessing.

## **Music**

I loved the slow, meditative, beautiful soundtrack from the breakout indie film *Aftersun*. Rather than choosing music that matches the tempo of the action, I think it would be far more interesting to subvert the convention of the typical sports car spot by composing a playful, inspiring song with modern instruments.

One that allows you to highlight particular moments in the narrative and contrast the pace of image and sound, creating an unexpected and evocative dissonance that sets an emotional tone from the outset and brings another layer to the film.

## **Location**

We're looking for a professional court or training facility, rather than a gritty neighbourhood court. One that feels out of the ordinary and reinforces the premium Lexus brand.

Given the amount of footage we need to capture, I would suggest shooting in a realistic indoor court where we can control the light - shutting it off completely or creating spotlights to play with subjectivity - rather than the warm, broad daylight of an outdoor court as it's more difficult to craft and shape.