**Project 5: TV Commercial (30 sec.)**

Client: Tonka

Product: Real Rugged Dump Truck with Flatbed and Front Loader

Title: “Tonka Dreams”

Time: 30 seconds

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| **VIDEO** | **AUDIO** |
| **[1]** OPEN ON ECU OF DUMP TRUCK TIRES RAMBLING THROUGH DIRT AND MUD. | **[1]** MUSIC: UPBEAT ROCK MUSIC  SFX: GROWLING ENGINE |
| **[2]** CUT TO ECU OF FRONT LOADER BUCKET AS IT LIFTS ROCKS AND DIRT HIGH IN THE AIR. | **[2]** SFX: HYDROLIC ARM NOISE WITH MOTOR RUMBLING. |
| **[3]** DISSOLVE TO TILT DOWN CU OF ROCKS AND DIRT FALLING INTO THE DUMP TRUCK BED. | **[3]** SFX: A SERIES OF PINGS AND HOLLOW THUMPS OF ROCKS HITTING METAL. |
| **[4]** CUT TO CU OF FRONT LOADER PULLING UP ONTO THE FLATBED. | **[4]** SFX: GROWLING ENGINE AND CLANKING NOISE OF FRONT LOADER BELTS CRAWLING UP THE RAMP. |
| **[5]** WIPE TO ECU ANGLE SHOT OF WHEELS AS DUMP TRUCK AND FLATBED TRAILER DRIVES BY. | **[5]** SFX: GROWLING/REVVING ENGINE OF DUMP TRUCK PULLING A HEAVY LOAD. |
| **[6]** CUT TO MCU OF LITTLE BOY DRIVING THE DUMP TRUCK. | **[6]** SFX: BOY LAUGHING IN BACKGROUND WITH ENGINE RUMBLING. |
| **[7]** DISSOLVE TO FULL SHOT OF SILHOUETTE OF BOY’S ARM REACHING DOWN AND PUSHING THE DUMP TRUCK PULLING THE FLATBED AND FRONT LOADER. | **[7]** MUSIC: FADE OUT SLOWLY AS SFX CHANGE.  SFX: RUMBLING ENGINE FADES TO BOY MAKING ENGINE SOUNDS WITH HIS MOUTH.  ANNCR: (FVO) Trucks so tough and  real… |
| - MORE - | |
| **[8]** CUT TO ECU OF BOY’S FACE AS HE IS SMILING, CHUCKLING AND MAKING ENGINE SOUNDS. | **[8]** SFX: BOY CHUCKLING HAVING FUN IN BETWEEN ENGINE NOISES MADE WITH HIS MOUTH. BIRDS CHIRPING IN BACKGROUND.  ANNCR: (FVO) He’ll forget they aren’t! |
| **[9]** CUT TO FULL SHOT OF DUMP TRUCK HOOKED UP TO FLATBED AND FRONT LOADER SITTING NEAR DIRT IN A YARD.  SUPER OF TONKA LOGO FADES IN TOP LEFT CORNER. | **[9]** SFX: BOY STILL CHUCKLING AND LAUGHING IN BACKGROUND WITH BIRDS CHIRPING.  ANNCR: (MVO) Get Tonka Tough with  the Real Rugged Dump Truck with  Flatbed and Front Loader! It’s just like  the real thing! |
| - END - | |