

CONFIDENTIAL

**CINNAMON
Red Bull**



It's Dynamite

CINNAMON RED BULL
PILOT TV COMMERCIAL
BY KEVIN HELMS





I conceived Cinnamon Red Bull as a way to increase Red Bull's appeal to a young market, in a way that complements Red Bull North America's sponsorship of extreme sports.

Evolving from the existing animated Red Bull TV campaign, a new, computer-game-derived animation would be created. It would offer broad appeal to a game-playing generation. The limitless potential of animation also makes a perfect fit with extreme sports. The following pilot TV commercial, "Avalanche," takes snowboarding to impossible new heights with imaginative feats. Skateboarding, wakeboarding, surfing and countless other sports would follow. All advertising will come together to create a sense of superhuman energy around the deliciously exciting new drink, Cinnamon Red Bull.



We see a large, calm scene of snow-covered mountaintops.

SFX: Stillness in the calm, mountain air.



Two snowboarders pull into the scene.

SFX: Swish of boarders coming to a stop.



Cut to one snowboarder cracking open a Cinnamon Red Bull.



Cut to other boarder opening another can of Cinnamon Red Bull.



The snowboarders each guzzle a half-can of deliciously invigorating Cinnamon Red Bull.

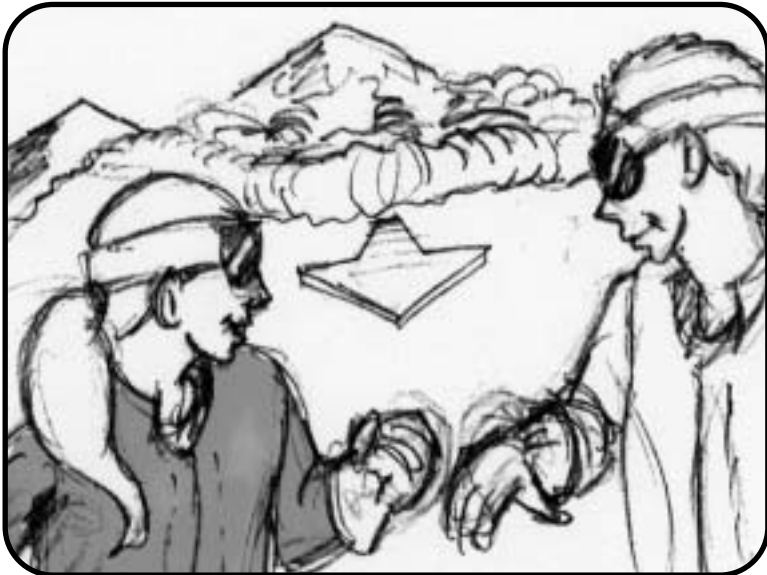


They yell "Fire in the hole!" as they toss their cans of Cinnamon Red Bull into the snowdrift above them.



The cans hit the snowpack, setting off a huge explosion.

SFX: Explosion.



An avalanche is triggered, and the boarders eagerly await the arrival of the avalanche.

SFX: Rumbling avalanche.



Boarders begin to ride the avalanche.

SFX: Rumbling avalanche.



One boarder approaches a tree.

SFX: Rumbling avalanche.



The avalanche shoots the boarder straight up the side of the yielding snow-covered tree.

SFX: Breaking branches.



The boarder launches off the treetop.

SFX: Calm mountain breeze.



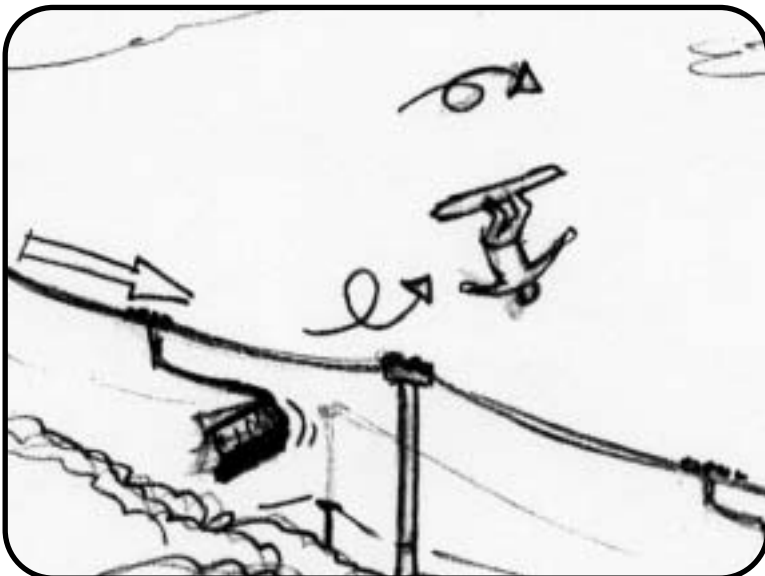
We now have the boarder's POV as he lands on top of the ski lift cable.

SFX: Board on steel cable.



The snowboarder flies into the camera's field of view, flying by on the ski-lift cable.

SFX: Board on steel cable.



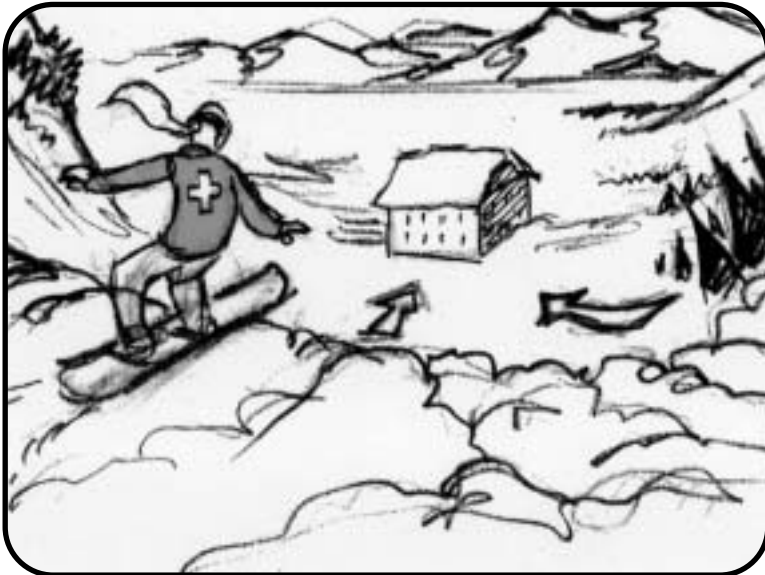
Boarder pulls a 1440° off the top of the lift.

SFX: Soft whirring sound of pulling a trick in the breezy mountain air.



He lands back down on top of avalanche
"wave."

SFX: Rumbling avalanche.



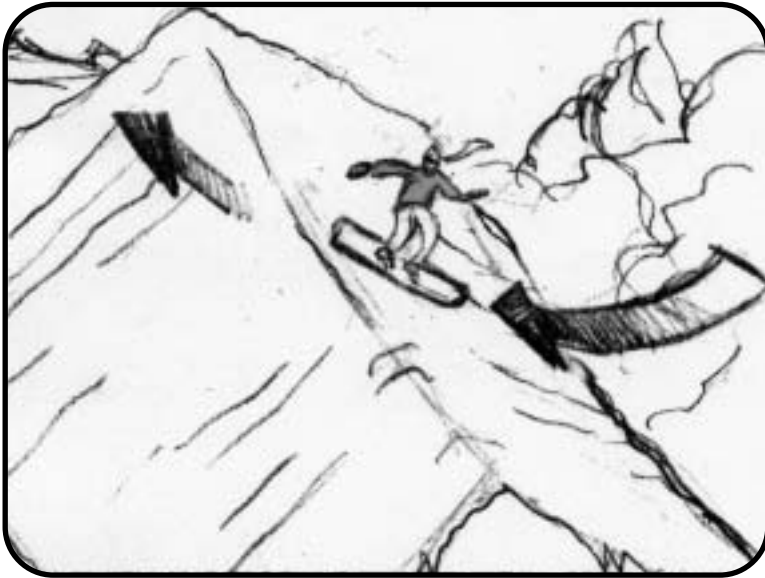
Meanwhile, the avalanche is carrying the other
snowboarder straight towards a lodge.

SFX: Rumbling avalanche.



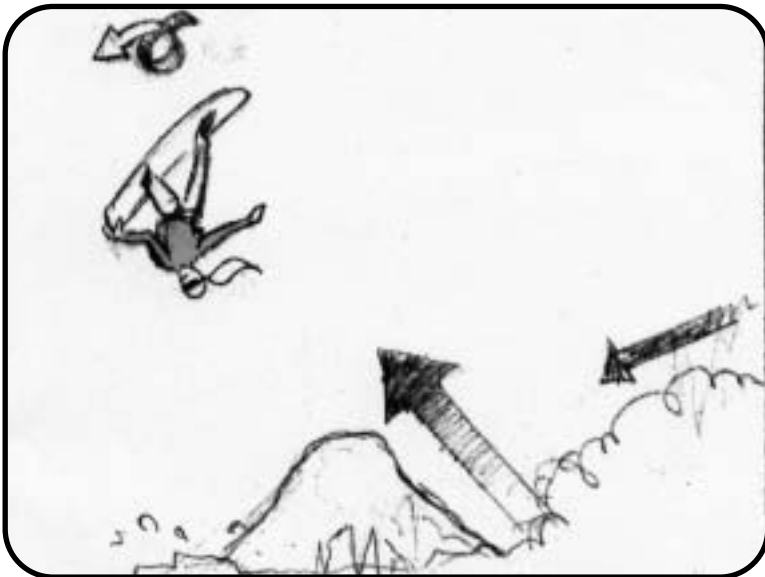
Long shot of boarder approaching lodge.

SFX: Rumbling avalanche.



The avalanche carries her straight to the roof of the lodge.

SFX: Crunching snow on rooftop.



She pulls a triple inverted aerial off the lodge.

SFX: Wind rushing as boarder blasts through the air.



Girl dropping back down on the avalanche.

SFX: Avalanche sounds getting louder as boarder returns to ride it.



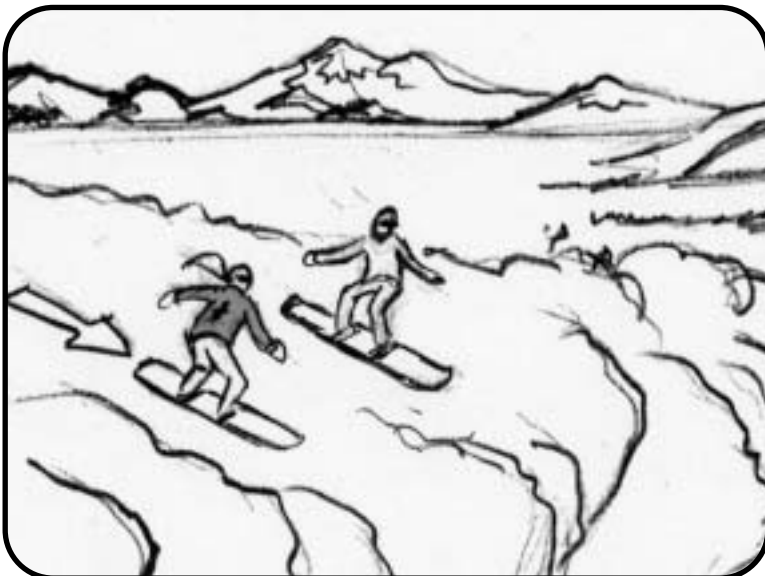
Cut back to other boarder.

SFX: Rumbling avalanche blended with the sound of a wave.



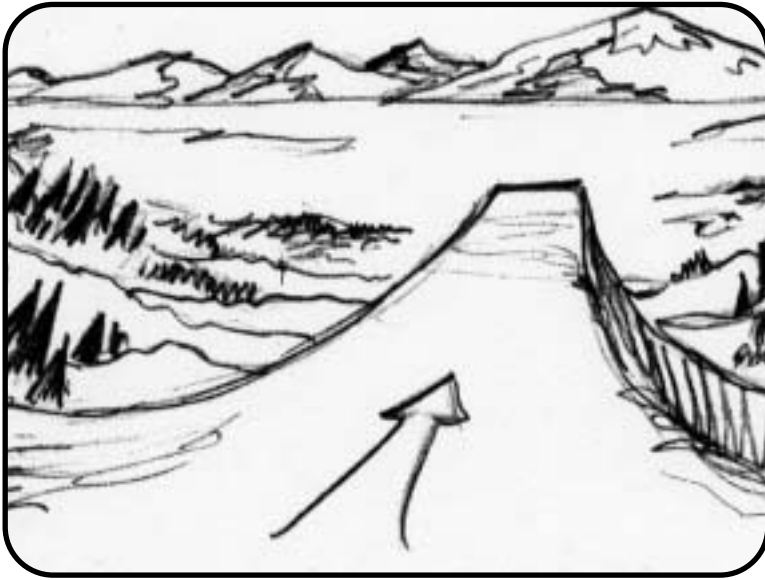
...he drops in front of the avalanche and rides it like a surfer.

SFX: Rumbling avalanche blended with the faint sound of a wave.



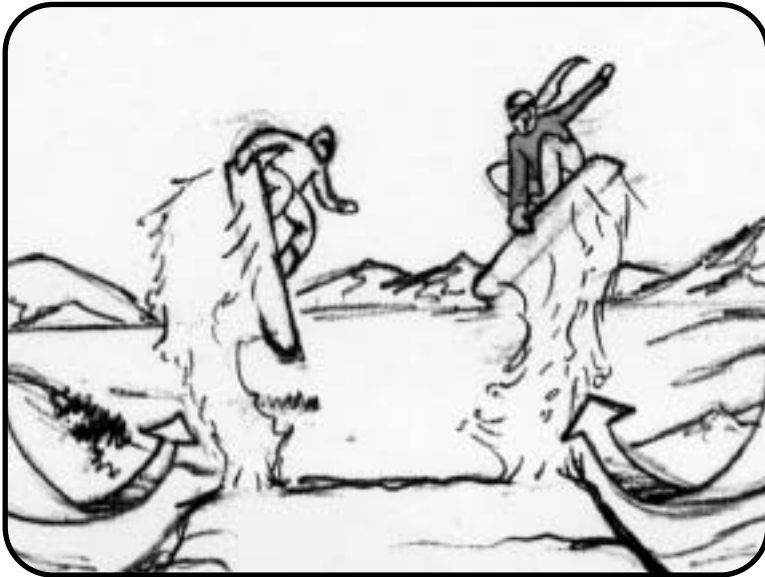
Boarders reunite.

SFX: Rumbling avalanche.



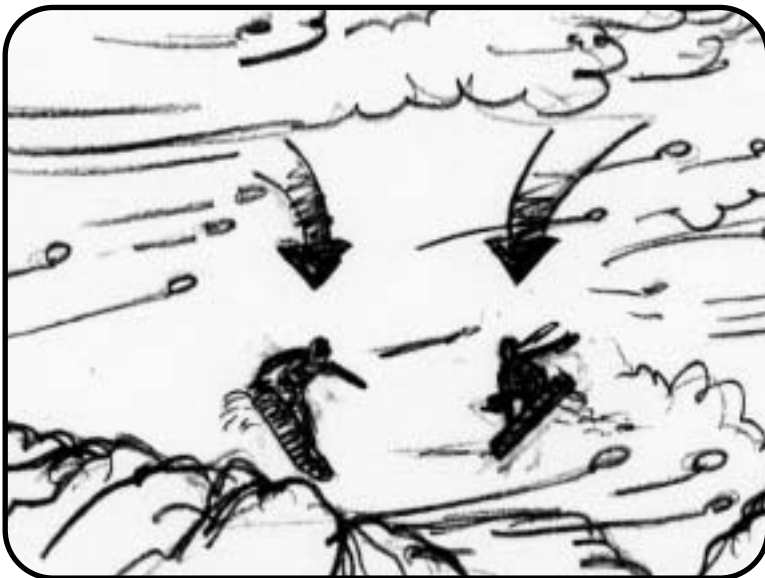
They head down a huge ski jump.

SFX: The sound of going incredibly fast.



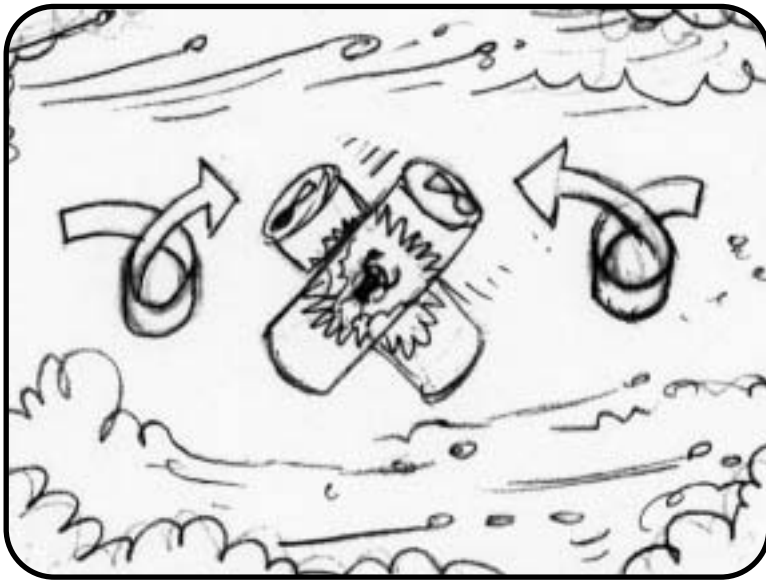
Boarders catch insane air off the jump.

SFX: Whooshing sound as boarders fly by.



POV switches to behind the boarders, and we see them fading from sight as the screen whites out from the blowing snow.

SFX: Blustery wind.



Two Cinnamon Red Bull cans flip into the screen, which is still whited-out with snow.

SFX: Soft whirl of the cans flying in.



The cans freeze center frame, hold for a split-second, then explode.

SFX: Momentary silence followed by tremendous explosion.



Explosion fades into still frame of logo.

Voice Over: Cinnamon Red Bull.
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