

STHIL - THE ROAR

by Steve E. Turner

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NOTE ON STYLE: THIS DRAFT IS FOR A TWO TO THREE MINUTE SPOT. OTHER THAN THE OPENING AND CLOSING, IT IS BEAUTIFUL, SUN-DAPPLED IMAGES MATCHED WITH A VERY QUICK PACE. THE FEEL SHOULD BE OF INCLUSION, AND CONTENTMENT. THE REOCCURRING CALL OF THE "ROAAANNNGG" SHOULD BE CONSIDERED A HOOK, LIKE THE "WHAT'S UP" PHRASE FROM OLDER BUDWEISER COMMERCIALS.

EXT. CAMPFIRE - MORNING

Wide on a campsite. THREE MEN are taking their morning coffee. They wear hunting clothes and sit in lawn chairs around a campfire.

In the near background we see their camper and tented field kitchen. In the far background we see another campsite with its own campfire.

WE HEAR ONE OF OUR MEN MAKING THE SOUND OF A SMALL MOTORCYCLE.

TITLE OVER OPENING WIDE SHOT: STIHL, BUILT IN AMERICA

Close on the man making the sound. He's holding a powered down Stihl chainsaw. He stands to demonstrate. He's intense and excited.

HUNTER 1

... nom-nom-nom-nom-nom-nom-nom-nom--
rinngg! rinngg! But a Stihl, it's
all NOM-NOM-NOM-NOM-NOM-NOM-NOM-NOM--
ROAAANNGG! ROAAANNGG!

The other two men nod that that's true and quickly turn their heads when they HEAR ROAAANNGG! in answer from the other camp.

HUNTER 1 (CONT'D)

(in response)
ROAAANNGG!

Our two men look at each other--they're all in ... dogs howling at the moon.

HUNTERS 2 AND 3

ROAAANNGG!

Wide angle. Like a wolf pack, all three roar to the heavens as we tilt up to the darkening sky.

EXT. BACKYARD - DAY

Tilt down from the sky. WE HEAR THE THROTTLING DOWN OF A CHAINSAW. A MAN backs into frame with the chainsaw in hand, examining his work.

MAN 1

ROAAANNGG!

WE HEAR A NEIGHBOR CALL OUT ROAAANNGG! And our man looks to the call, we swish pan to the neighbor's yard. The NEIGHBOR holds a yard trimmer above his head.

NEIGHBOR

ROAAANNGG!

Wide angle from behind man 1, revealing his brush pile and next door neighbor. Man 1 raises his chainsaw in kind.

MAN 1 AND NEIGHBOR

ROAAANNGG!

EXT. BACKYARD DECK - DAY

A YOUNG COUPLE, a man and woman, relax on deck furniture with glasses of lemonade. There is a Stihl blower, grass trimmer and lawnmower nearby. They stand and look across the lawns to man 1 and the neighbor. As a wolfpack, they call out in answer.

COUPLE

ROAAANNGG!

EXT. HOUSE - DAY

On the front facade of a house, a MAN pops open the curtains and quickly looks left and right. We can just hear him as he calls out in answer.

MAN 2

ROAAANNGG!

EXT. SUBURBAN STREET - EVENING

A low angle from the sidewalk of a street. Homes stretch into the distance. Just before us grass clipping litter the gutter. We start to CRANE UP as a WOMAN steps into frame with a Stihl blower. She calls out ROAAANNGG! and then pulls the chord. As she starts clearing the street we keep CRANING UP to reveal a high wide shot of hundreds of suburban homes. WE HEAR A GROWING CHORUS OF ROAAANNGG!

EXT. WOODS - DAY

SLOW MOTION: A professional (lumberjack?) is 100% decked out in gear. He comes down on a log with a professional grade chainsaw. Though we hear mostly chainsaw, we can just hear, and see, him yelling ROAAANNGG!

INT. STIHL SHOWROOM - DAY

An average Joe is staring in awe at something just above the camera.

Reverse: We see our average Joe watching a monitor above the Stihl display. It's showing the lumberjack at work.

Back to our average Joe.

AVERAGE JOE
(quietly, under his
breath)
Roaaanng.

A Stihl Associate appears and knowingly pats Joe on the shoulder.

STIHL ASSOCIATE
C'mon, I'll show you the new models.

Wide angle as Joe and the Associate take in the full display.

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