It is first light, early Morning.
A man, early 30's drives
An open topped jeep along
a road parallel to the sea. He
Wears Chinos and a leather
flying jacket and has
obviously been up all night.
His dog, Bengie sits next to
him.

He pulls over and gets out
to stretch his legs, followed by
Bengie.

He throws a stick for Bengie,
Then leans against a weathered
Wooden post and lights himself
A Lucky Strike. CU pack in
hand as he lights cigarette.

Camera moves through a slow
360' track as he enjoys his
smoke and looks out to sea.

Camera reaches point behind
him and reveals the decal on
the back of his jacket: Lucky
Tribe.

Match mix to logo on metal
Roller shutter

The metal shutter rolls up and
from out of the dark
background emerge.....
the Lucky tribe mechanics
(including our man on the
beach) in overalls and helmets
(slowmo - Right Stuff style)

They emerge into the daylight,
Their eyes following the
( imaginary) Team Lowly Tribe
car.

Mix to montage of stock
Footage of F1. The cars
The glamour,
The horse power,
The crowds,
The drivers and the cars
And a pit crew (it doesn't
Matter which one) changing
wheels, re-fuelling, arms
Up...

Superimpose over pit stop
Footage large electronic
Chronometer showing time of
Pit stop in 100th's of
Seconds.

Car roars off, clock stops,
The crew cheer the car on
Mix to BAR headquarters in
Brackley. Around 8am.

The early morning mist still
Hangs above the grass.

Camera at low level track
Around from a woodland scene
To the main entrance, past the
sign reading BAR and onto the
truck entrance to the
workshop.

MVO: Meet the Lucky Tribe
... the new force in Formula
One motor racing. And a
different kind of team
altogether.

SFX's

MVO cont:
F1, arguably the greatest show
On earth. 17 races around
world, watched by over 400
million people from Capital
cities to the smallest
Village. Formula One is now
the biggest spectator sport in
World, surpassed only by
the Olympics and the World
Cup.

Until now, F1 has focused on
the cars and the drivers,

yet creating a winning formula
is all about teamwork, no one
person wins a Grand Prix –
it's the whole team that wins.

It's that understanding of
what it takes to make a
winning team that is at the
heart of Lowly Strick's F1
team, Lucky Tribe.

However, the driving force
behind the team has its home
In a quieter part of the
World, well away from the
Circuits.

SFX: Early morning sounds.

MVO cont:
The constructor behind the
team is British American
Racing, another new name to F1
but a team with more than a
whiff of burning rubber and
Racing oil coursing through
their veins.
SUPER: Graphic over picture
Showing basic organisational
Set up.

Workshop door opens and camera
Moves through (perhaps
Changing to more of a hand
Held look in B&W – grainy,
Gritty).

Camera moves through workshop,
Stopping to dwell on different
Areas, parts of the car and
members of the team.

When we see team members we
SUPER: their names and role –
i.e John Marconi. Gearbox
engineer, Paul Merson. Fuel
Management Systems. Jacque
Villeneuve, Driver (partly mask
On Phil Reed. Braking Systems)
Etc.

Camera moves towards door on
Which is a sign “Strictly No
Admittance”. We go straight
Through the door into the
Design studio.

Camera moves through door and
Changes back to colour and
Smoother action.

It comes to rest on a large
Drawing in colour of the Lucky
Tribe car.

The car match mixes to a CG
Sequence of the car revolving/
Or camera POV circling, around
the car slowly.

As the car turns the Lucky
Strike logos disappear leaving
Only the ‘target’ motifs

With engines from Mecachrome
and chassis designed by\textsuperscript{10}
Reynard, British American
Racing will be sponsored by two
British American Tobacco brands.
Lucky Strike and 555, with the
Luckies team known as Lucky Tribe.
Both teams’ cars will be mechanically
identical.

Music:

Continue music

MVO cont:
During the 1998 season the
Team were still running under
The old Tyrell name...

... but with a new season and a
New car you’ll start to see
something very different..

The car will appear in two versions.
In most races it will look like this.

Or like this where legislation
requires the removal of
Tobacco logos.
(if we need to show key senior members we can insert a scene here - this would however mean they would all have to be on location together)

Cut to existing footage of F1
Fans with trackside banner in Vision

Continue action

The content on the banner
Changes to show the Lucky Tribe logo instead.

Mix to team of mechanics all
On what looks like a winning Podium.
Several of them have bottles
Of champagne which they shake up and squirt at each other.
(moving through shot from normal speed to slowmo).

Continue action

Mix to man in leather jacket
By seashore. Camera 360's
Opposite direction from Beginning

He whistles his dog, then
Putting his lighter into his Breast pocket notices a Champagne cork that has got Lodged in the pocket.

He removes it, and smiles to himself wryly

Camera comes to rest on logo
On back of jacket.

Freezes and resolves as static Graphic. (end frame to be decided).

END

MVO cont: This is a major move and one we're already proud of, after all it's not something that happens every year....

... and clearly, in years to come, legislation will become more rigorous and restrictive Lucky Tribe gives us all the opportunity to develop an Affinity brand which is free from restrictions.

As part of this team, Over the next few weeks you'll be receiving more Detailed information on sponsorship protocols, above and below the line support and guidelines on PR, so stay posted.

For now, to the whole team,

to everyone at British American Racing...
And to you...

SFX: Whistle

.. stay lucky!