

Client: Bluetop Chevrolet

Title: "No Reason"

Date: 5 23 07

Length: :30

VIDEO:

AUDIO:

Shot of man sitting alone in a room in his home working on a laptop. A teenage girl, his daughter, comes walking into the room.

Man: There's the birthday girl. Happy sweet 16 honey! Guess what's sitting outside.

Shot of girl as she looks out a window.

Girl: My birthday present!

Shot of a new vehicle which appears to have a big red bow on the roof.

Girl: You got me a new (brand/model).

Wider shot of girl at the window jumping up and down as the man walks into the shot next to her and looks outside.

Man: What? Oops! No honey that's daddy's new car. Wait right here.

Shot of man running out the door.

Shot from inside the window of the man outside as he moves the new car out of the way revealing a used car with the big red bow on it.

Shot of girl as she begins to cry and then stomps off.

Shot of man outside as he steps toward window and throws his hands up in the air in confusion.  
*Graphics:  
Dealer logo and location/contact info lower third.*

*(FX: Girl crying in bkgd. Muffled voice of man: What? What's wrong?)*  
Anncr: The all-new Chevy Malibu from Bluetop Chevrolet, Johnsonburg. You don't need a reason to buy one for yourself.  
*(Chevy slogan)*