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Script*

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Client:

Abu Garcia/Pure Fishing

Title:

Abu Garcia,
"Perfection Re-Imagined"

Production:

Dustin Hoyer, Joseph Bowie, Cy Dodson & Chris Derrick

Written By:

Dustin Hoyer & Chris Derrick

AUDIO:

Que Music

Voice Over:

What happens when precision engineering
meets a lifetime of quality and innovation?

Up to 26% lighter

and driven by a more powerful Duragear
design

this is our lightest, strongest, most compact
Revo, yet.

Why re-imagine perfection?

Because, like you, we live
for this.

The completely re-designed Revo by Abu Garcia.

For Life.

See more at abugarcia.com/revo.

End Music

ON_SCREEN:

(Black & White, High Contrast, Highlights RED only)
60fps, Sunrise, Overhead water running.
Close Up/Over Shoulder of Angler on the water.

Wide Shot of Low to Water shot of Angler
"Transforms"/ Transitions to 3D animation
Of Revo Reel

Animated gears and Duragear morphs to D2 Gear
Design logo (or just show D2 logo), slows down,
speeds back up)
Slow Motion Close Up of the Revo (Reeling)

Wide Shot, Angler Casts (low angle to water)
Close-Up, Hat/Logo (RED) of Angler turns head, Wide
Shot, casts.

Close up, underwater, looking up at Bass fighting.
Over shoulder, Hook set with Reel center frame-
Revo/video breaks/transforms with animation,
apart, into Abu Garcia title screen

Animated Revo Fly through - comes back together.

Revo family shot, with Premier reel
in most prominent position along with Revo logo
transition to Abu Garcia logo with For Life Tagline and
www.abugarcia.com/revo