

PRODUCT: Nissan LEAF

CLIENT: Nissan

SPOT TITLE: Make the grass greener on both sides.

COPYWRITER: Alvaro Gabaldon

RUN TIME: 30-SECOND TV SPOT

SCENE RUN TIME	VIDEO	AUDIO
00:00-00:08	Wide shot showing car owner's home and the barren lot across the street from him, as he parks the LEAF in his garage. Driver gets out, briefly looks at barren lot, plugs LEAF in and goes inside.	SOUND FX: Ambient neighborhood noises. Distinctive electric sound of the LEAF.
00:08-00:10	Time Lapse, night passes, camera shot remains the same.	SOUND FX: Crickets, sounds of vegetation growing, moving, etc.
00:10-00:16	Next morning, close up of driver walking out of house to pick up news paper. Picks up newspaper, opens it, begins reading, stops. Notices the barren lot, drops newspaper and continues looking at lot in awe.	SOUND FX: footsteps, newspaper crinkling, car owner's gasp
00:16-00:20	Fast switch to shot of barren lot that has become a picturesque grassy plain, a soft breeze sways the tall, green, healthy grass, birds fly by, rabbits pick at the ground, a rainbow spreads across the horizon.	SOUND FX: ambient wilderness noise, birds chirping, etc.
00:20-00:22	Switch back to car owner, still in shock looks around, looks back at LEAF.	SOUND FX: continue

SCENE  
RUN TIME

00:22-00:30

VIDEO

Close up of LEAF

AUDIO

Narrator (James Earle Jones): THE ZERO  
EMISSION 100% ELECTRIC 2011  
NISSAN LEAF.

Slogan: MAKE THE GRASS GREENER  
ON BOTH SIDES.