

CONTINUITY SCRIPT – NINTH DRAFT 05-29-13

1. GUEST REGISTRATION

Registration counter open for guests.

2. WALK-IN

The lights dim.

MUSIC:

Faint anticipating music plays.

ON SCREEN:

The KIA logo

3. INTRO SPIEL

ON SCREEN:

Copy flashing faster and faster over the Kia logo as a low bass music slowly swells:

FAMILY

PRACTICALITY

COMFORT

STYLE

CUTTING-EDGE

HERE

NOW

GUY (V.O.)

Ladies and Gentlemen, Kia Motors in collaboration with Dreamworks' animated film The Croods, are proud to present the newest member of the family – the All-New Kia Carens! A fresh new model from the ground up, it's sleek and sculpted award-winning design, the All-New Carens is truly the next step in family-friendly car design.

4. PRODUCTION NUMBER

From the sides of the screen emerge...

3 LED poi dancers twirling their sticks in all shapes and colors.

After a few minutes, they back off behind the screens again.

MUSIC:

Fade up for LED poi dancers, segue to underscore for V.O. and Guy.

GUY (V.O.)

But first...

Play of bright lights and prehistoric sounds of the wild as the narrator, a young caveboy (Guy), enters stage right to take his place overlooking the audience.

GUY

...me! Hi. I'm Guy, of the Croodacious period – you know, the one after the dinosaurs, before Facebook. You know, living in the past isn't all that it's cracked up to be. You can't see anything when the sun goes down, you're constantly either too cold or too hot, always either hungry or bored, or both. Aside from not having to care about personal hygiene, there's not much fun you can do here. Plus you're surrounded by...

Guy is interrupted by Grug, the father of the Croods, enters stage right with a contented yawn. He freezes with a yelp upon seeing the audience.

GUY

See what I'm saying? Even you scare him.

Grug's wife, Ugga, emerges from stage right. Grug signals for her to stay back.

GUY

Prehistoric man, like Grug here, had a lot of issues and humble goals. Since the dawn of time, the rise of the first sun, there was only one principle in mind...If it's not scary, it's edible.

Grug suddenly licks his lips, smiling. Ugga hits him on the shoulder, admonishing.

GUY

The struggle for survival was everlasting, and all they had were each other...

Grug and Ugga snuggle up when the kids suddenly enter, stage-right, lining up next to them – Sandy, Thunk and Eep, the latter sighing at the sight of her parents. Sandy just growls in happiness upon seeing her parents.

GUY

Of course, there were always those few like Eep who hoped for more...

Guy and Eep look at each other longingly.

GUY

...who wished for more, who wanted to see the world, experience things no one's ever seen before.

Eep looks pleadingly to Grug, who crosses his arms in stubborn defiance, shaking his head. Out of the darkness, the elderly Gran emerges, stage-right.

ON SCREEN (SPEECH BUBBLE OVER GRAN):

If we don't find a way of getting across this desert, I won't live long enough to see my great grand-kids!

Gran looks over at Guy and Eep, both clearly embarrassed – both clearly into each other.

ON SCREEN (SPEECH BUBBLE OVER GRUG):

Yeah, but how do we even get there?

Eep sighs.

ON SCREEN (SPEECH BUBBLE OVER GRUG):

We have to bring all of our clubs and pelts and things, where are we gonna put it?

Eep pleads. Guy looks like he's about to join in.

ON SCREEN (SPEECH BUBBLE OVER GRUG):

And we can't even bring food with us, it'll spoil!

Eep pleads desperately. Guy jumps down by the family.

ON SCREEN (SPEECH BUBBLE OVER GRUG):

It's dangerous out there, Eep! ...I don't want to lose you, any of you, in case anything happens out there that I can't control. Let's just stay in the cave.

Crushed, Eep retreats with the family, just about to exit stage right when –

GUY

Come on, there's a whole world to explore! It's dangerous right now but it doesn't have to be! We can find a way! We can make this journey happen! What are you so afraid of?

SFX:

Loud live GROWL from backstage.

Everybody freezes.

ON SCREEN (SPEECH BUBBLE OVER GRUG):

That?

They suddenly panic, running behind the screen.

MUSIC:

Fade up for family's exit, crossfade with video playback...

ON SCREEN:

The Kia Carens video starts with a creature chasing after Guy and the Croods in the wild until they find and get in the Kia Carens which suddenly sucks them into a timewarp, going through the ages until reaching modern day.

While the video plays, costume changes happen.

5. PRODUCT PRESENTATION

MUSIC:

Live music for timewarp crossfading in from video playback...

ON SCREEN:

After the timewarp, the screen changes to a modern city park.

The Croods emerge from screen left, dressed as modern people, amazed at their surroundings.

ON SCREEN:

Out of the sky a giant EGG drops in the middle of the street with a loud BANG, startling the Croods. The egg cracks, bright light spilling through, the Croods cover their eyes and cower, it cracks further, the bright light BLINDING and FILLING THE SCREEN.

MUSIC:

Segue to reveal music.

With that, the gray rock-like covers over the three Carens are hoisted up.

They get into the middle car with Guy in the driver's seat, head poking out the window, waving.

ON SCREEN:

The background shifts to a moving city background.

MUSIC:

Crossfade from reveal music to presentation/narration music.

GUY

Living in the past sucks. That's why Kia made sure we don't have to.

ON SCREEN:

The background changes to a shot of the interior of the car with 7 seats.

GUY

With full 7 seats and lots of space you won't have to worry about fitting in on the family roadtrip.

ON SCREEN:

The background changes to a golf course.

GUY

No more worries about bringing your clubs anymore.

Grug gets out, a CADDY greets him, with a bag of golf clubs, coming in from stage right.

Grug takes a club, swings.

ON SCREEN:

We see the ball on the screen go a hole-in-one. (SFX IN WATCHOUT)

Grug and the Caddy exit stage left.

ON SCREEN:

The background changes to the panoramic sunroof opening up.

GUY

The weather's nice, why not open up the panoramic sunroof?

ON SCREEN:

The background changes to a soccer field.

Think exits the car, dressed in a soccer uniform, ball under his arm. Gran exits, dressed in modern day clothing.

An UMPIRE and a CHEERING CROWD (LIVE SFX) emerge from stage left and right respectively. The umpire whistles.

GUY

Show them what you got Think!

Thunk kicks off.

ON SCREEN:

We see the ball on the screen hits the net, goal!

Gran cheers! They exit stage left.

ON SCREEN:

The background changes to the cornering lamps.

GUY

Stay safe and avoid blindspots with the static bending lamps that turn with you as you steer.

ON SCREEN:

The background changes to a supermarket.

GUY

Next stop, the supermarket!

Ugga exits the car with Sandy in tow, looking in awe at all the food.

A SUPERMARKET ASSISTANT enters, stage left, handing Ugga a grocery basket of food.

ON SCREEN:

The background changes to the trunk space with the seats folded down. Guy opens the trunk for them.

GUY

No reason to hold back when you have this much space for groceries!

Ugga and Sandy exit stage left.

ON SCREEN:

The background changes to the Flex Steer button.

GUY

Whether out on the road or navigating through the concrete jungle, you might want to take advantage of the Flex Steer System. With the push of a button, the steering weight can go from light in Comfort to stiff in Sport and Normal in between.

ON SCREEN:

The background changes to a mall.

GUY

Here you go, Eep. All the clothes you'd ever want.

Eep exits the car with shopping bags.

2 SALES WOMEN enter stage right, showing off a couple of dresses to Eep.

She picks out one and exits stage left.

ON SCREEN:

The background changes to the chilled glove compartment.

GUY

Oh, I'm thirsty. If only... Hey, what's this? And it's cold!

Guy gets a bottle of water from the glove compartment and drinks.

ON SCREEN:

The background changes to Manila, Bonifacio Global City exits.

GUY

This is my stop, downtown!

The Croods emerge from behind the screen, smiling as the music comes on – Owl City's "Shine Your Way". They start to dance and are joined by more backup dancers coming in from stage left and right. Gran grabs some pom-poms from one of the dancers.

ON SCREEN:

Copy:

THE ALL NEW CARENS! PERFECT FOR THE MODERN FAMILY

MUSIC:

Segue to closing dance production number music.

The dancers are joined by the execs, all introduced one by one by Guy.

4 LED poi dancers emerge. The 2 in the middle of them with their sticks having the Kia and Carens logos on them respectively.

6. PRESIDENT'S SPEECH

MUSIC:

Segue to walk-up music of Ms. Domingo and fade under her speech.

GUY

Ladies and gentlemen, lets hear it for the President of Columbian Autocar Corporation Ginia R. Domingo!

The President holds a speech on the Carens.

7. PHOTO OPS

MUSIC:

Fade up and under for V.O. intro of executives.

GUY

May the wonderful people of Kia Motors join Ms. Ginia Domingo on stage for a photo op with the Croods! Ladies and gentlemen, please welcome:

Mr. Tae Jin Park - President, Kia Asia Regional Headquarters

Mr. Sean Shim - Marketing Manager, Kia Asia Regional Headquarters

Mr. Hernando D. Gañac, Jr – Vice President for Marketing, Columbian Autocar Corporation

The execs line up with the Croods around the Carens.

MUSIC:

Fade up during the photo op and under for closing spiels.

8. CLOSING REMARKS

GUY

Thank you all for joining us in the launch of the All-New Kia Carens! Everyone feel free to stay and enjoy the music of DJ Callum and please come on up and check out the extraordinary cars and experience first hand how Kia will take us from the long-distant past to the future we always wanted! Have a pleasant evening!

The barricades surrounding the stage are opened for the public.

MUSIC:

Segue to DJ Callum's music.