Cundari | DIGITALDOMAIN

BMW FS AUTOHUB
DIRECTOR'S TREATMENT 01.27.2017

INTRO

BMW makes some of the most iconic cars in history. To this day the E39 M5 is regarded as one of the best cars BMW has ever produced and one of our personal favorites. The idea of this app, by BMW enthusiasts for BMW enthusiasts, is one that, as one of those drivers, is extremely exciting. No one understands BMWs like those of us who drive them.

In the tradition of Cundari's past viral stunt videos, this spot will be epic in scope and capture the spirit and excitement of driving an M.

With spectacular vision, immersive energy, and all the scope of a world record stunt, we will thrillingly visualize how BMW has made it even easier to buy and sell The Ultimate Driving Machine.

THE STORY

A slow motion flag flaps in the wind. We hear radio chatter in the background and the faint sound of an engine. BOOM! We are hit with the recognizable exhaust note and engine whine of an E39 M5 tearing through an abandoned runway. The heat of the sun distorts the unforgiving landscape. The P- Zeros leave a wake of particles in it's rear view. We take in her metal curves, the classic beauty at full stride. She banks left, then right pulling a epic 180 degree turn to a stop. The kicked up cloud of smoke drifts by gracefully. The engine revs.

We cut wide and see the car is perfectly framed in what appears to be a giant smartphone. Two banks of LEDs in a very physical way display information on top of our structure: BMW Autohub app and a "for sale" caption. The driver throws it into gear and smashes on the gas, heading straight for us, the long lens compressing the action as if time stood still.

The camera whips around to reveal the phone is actually a huge metal structure with a large ramp through the opening. We built this. Imagine a mix of Burning Man, Evel Knievel and Gymkhana. Design with a purpose. The car hits the ramp at speed with a thud, the suspension taunt from the G's. We cut inside, looking out the windshield, the car barrels for the edge of the ramp, travels through the archway and is launched into the air.

Time seems to stop, in slow-mo the car sails through the air, wheels rotating, dust trailing. We cut to different angles as it slowly drifts through the sky.

BOOM! We smash back into real time with a cacophony engine sounds and screeching rubber. The M5 touches down on the landing ramp and pulls a power slide shaking the camera. Barely making it.

We cut wide to see the M5 is now framed in the opposing giant phone with what looks like an Instagram square, the LEDs come alive once more with the caption **"check out my new ride!"**.

The landing platform starts to rise and the LED screens scroll as if a giant invisible thumb was swiping up.

There's a new way to move your BMW. The BMW Autohub. Buy. Sell. Experience.

LOOK AND FEEL

From the structures to the physics of the car jump, this spot will feel as real as if Ken Block was driving, you will smell the octane and burning rubber. Viewers will be left scratching their heads, wondering how we pulled this off.

Nothing should feel too clean, there will be a tactile physicality to everything. The camera will be kinetic, with placement based on what could be done if we filmed this live, the viewer will feel the speed and vibration from inside the action. The visceral raw moments will contrast the beautiful slow motion shots, creating a visual dance.

The environments should feel equally real as well. A large tarmac, an industrial background, a landing strip, a parched desert lake bed.

The structures design will be based in reality and feel constructed. The giant phones will look like they are made of steel scaffolding, aluminum panels and LED screens.
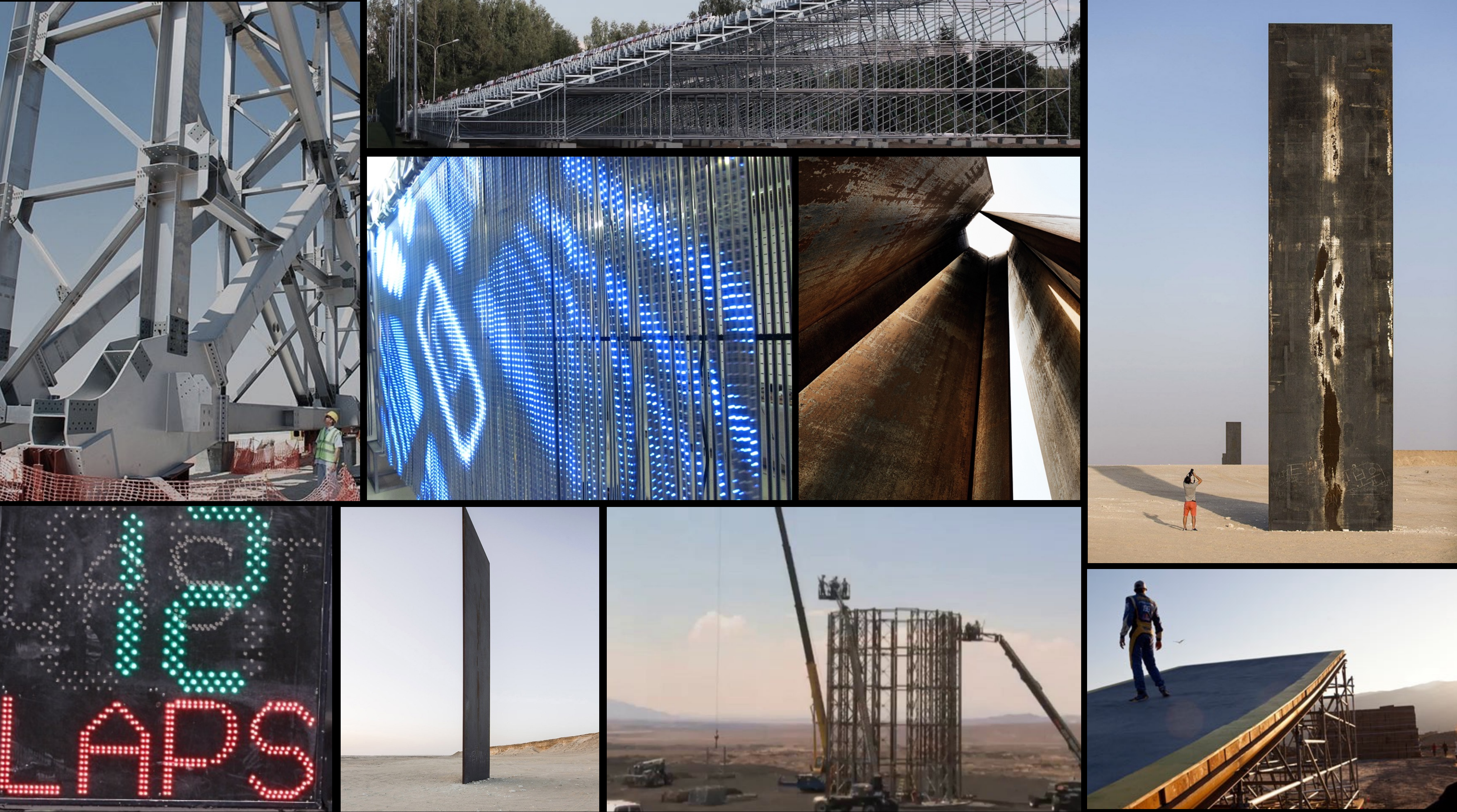
METHODOLOGY

We are considering two methodologies, live action + VFX and a full CGI approach, and will give you our recommendation as soon as we finalize our research and numbers. A live shoot would give us practical driving footage and add the human element of the driver into the spot. Our stunt driver slowly walking towards the E39, clutching his helmet... small cutaways of a hand downshifting or a quick shot of a foot depressing the clutch then smashing on the gas are nice ingredients to pepper in. The large phone structures and the jump itself will be digitally created regardless.

Should a live shoot not be viable, we are ready to create this spot entirely in CGI. Digital Domain has pioneered photo-realistic cars and the end result will be completely believable whichever direction we chose.

SOUND

Sound design will be crucial in amping up the action. Rich visceral engine sounds and powerful gear changes will be the majority of our soundtrack. Small elements such as radio chatter, as if the stunt coordinator were communicating with the driver, will add to the realness. Ambient accents will help with the transitions and slowmo sections, but the majority of the music will come from the M5's V-8.

OUTRO

This spot is going to be a thrill ride that will leave viewers with their heart racing, their adrenaline pumping and in a spectacular way show just how easy it is to buy and sell these amazing machines.

We look forward to working together on this. Peace,

Aladino Debert and the entire Digital Domain/Mothership Family.

DIGITALDOMAIN