





TV Script

Client:	Toyota	Name:	Toyota Camry
Product:	Toyota Camry	Media:	TV 15ss
Project:	Launch of new car	Date:	June, 2024

VIDEO	AUDIO
<p>Scene I: Jay Wheeler is on his way to his concert and he's jamming to his music.</p> 	<p>SFX: Intro beats of “Gangsta Luv.”</p> <p>https://youtu.be/tOl3XcuoXa8?si=l4uahsRWbnhKk892</p>
<p>Scene II: Jay Wheeler's Hyundai broke down in front of a Toyota dealership on his way to prepare for his concert.</p> 	<p>SFX: The music plays only with the beats, no lyrics.</p>

Scene III: Jay reaches out to one of his contacts at Toyota to seek assistance.



SFX: The song's chorus plays while he searches for a solution to his problem.

Scene IV: He enters the dealership and his contact offers him the new Camry 2024.



SFX: The entire chorus is heard during this particular scene.

Scene V: Jay is on his way to pick up his wife, Zhamira, to get ready for the concert.



SFX: The whole chorus plays on a loop and changes moderately to the outro.

Ending: In gratitude for the car, Jay and Zhamira close their concerts for the night with the Toyota's car logo on the back scene.



SFX: The outro of the song continues playing and gradually fades out.