



## MCGA 2021 SPOTS

**PROJECT:** #4 "Easy as 1-2-3 / How To UNL 88"  
**CLIENT:** Minnesota Corn Growers Association  
**INFO:** V2 Director Submission  
**TRT:** 0:30  
**DATE:** 10/19/21

| Scene # | Visual   | AUDIO  |
|---------|--|--|
| 1       | <b>VISUAL:</b> Mix of Studio Footage & EHD Animation<br>Chris Hawkey appears on camera in the studio and EHD art animates around him (just like the Cartoon Network Style Reference with the kid)                  | Upbeat Music: "2 Night" Hawkey Band<br><br><b>HAWK:</b> "Chris Hawkey here to tell you how easy it is to start filling up your vehicle with Unleaded 88 fuel." |
| 2       | <b>VISUAL:</b><br>He pulls up his smart phone, clicks and graphics seemingly blast off the screen. We see GIANT TEXT and phone above him with the landing page. He clicks.<br><br><b>#1 "Go to BetterFuel.org"</b> | <b>HAWK:</b> "Go to BetterFuel.org"  |
| 3       | GIANT TEXT above swaps out in fun animation overlapping Hawk. Phone shows website interface.<br><br><b>#2 Find a UNL 88 Station!</b><br>Hawk pushes the #2 text sideways off screen.                               | <b>HAWK:</b> "Find a UNL 88 Station near you!"   |
| 4       | GIANT TEXT and icons + Phone above slides in fun animation overlapping Hawk.<br><br><b>#3 Add power, efficiency + save \$ &amp; planet.</b>  | <b>HAWK:</b> Add power, efficiency to your engine, while saving money and helping the planet!  |

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|---|--|--|
|   | <p>Hawk pushes the #3 animation off screen as...</p>   | <p><i><b>ALTs:</b></i></p> <p><i>And look for the yellow 88 octane button at the pump to start using a cleaner burning fuel!</i></p> <p><i>And look for the yellow 88 octane button to start using a cleaner burning, lower cost fuel!</i></p> <p><i>Give your engine a boost with a higher octane rating while reducing harmful emissions!</i></p> <p><i>Save money, give your engine a boost and help reduce harmful emissions!</i></p> <p><i>It's something we can do today to help reduce harmful emissions while saving some money at the pump.</i></p> |
| 5 | <p><b>VISUAL:</b></p> <p>EHD Art call back with UNL 88 Button fills screen</p> <p>TEXT TAGLINE</p> <p><b>"Better for your Air, your engine and your wallet!"</b></p> | <p><b>HAWK:</b> "It's that easy. -- Unleaded 88! Better for your Air, your engine and your wallet!"</p>  |
|   | <p><b>VISUAL:</b></p> <p>Logo lockup with Website Url BetterFuel.org</p> <p><b>"Find UNL 88 at a station near you"</b></p>   | <p><b>HAWK:</b> "Learn More at BetterFuel.org and reach for a BETTER fuel today!"</p>  |