

Script:

“Hand-drawn kids drawing aesthetic, stick figure racer. Energetic and playful tone for web delivery”

Animation Notes:

1.1: Start Banner shown fullscreen.

1.2: Zooms out to show racer ready.

1.3-1.4: Racer plants poles and takes off speeding doing the course.

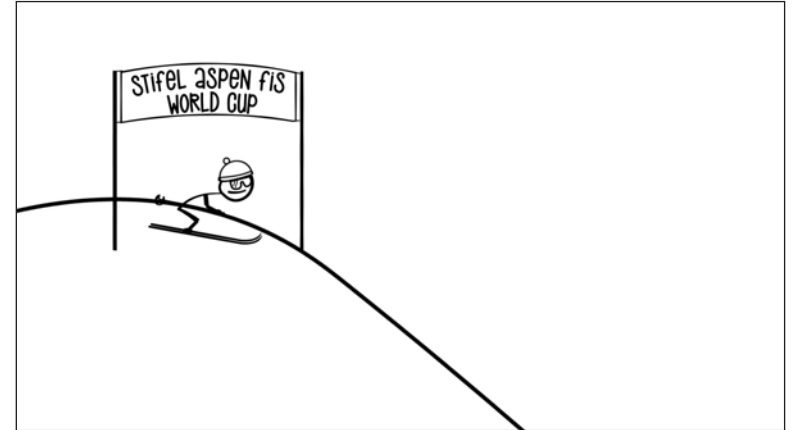
Videos Used:

none

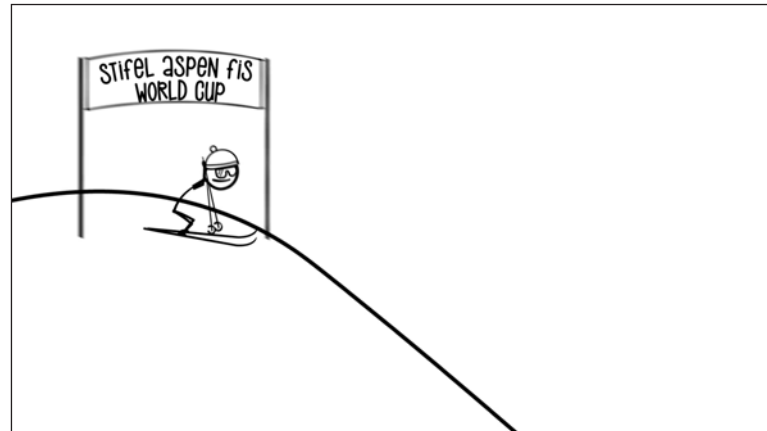
1.1



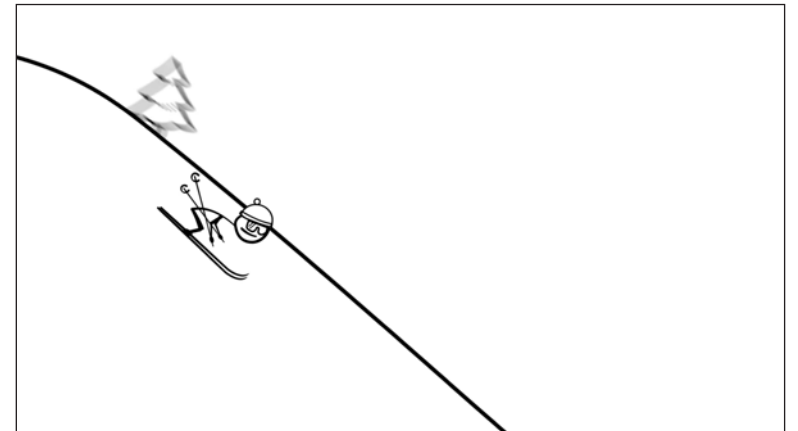
1.2



1.3



1.4



Notes for Video: None

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Animation Notes:

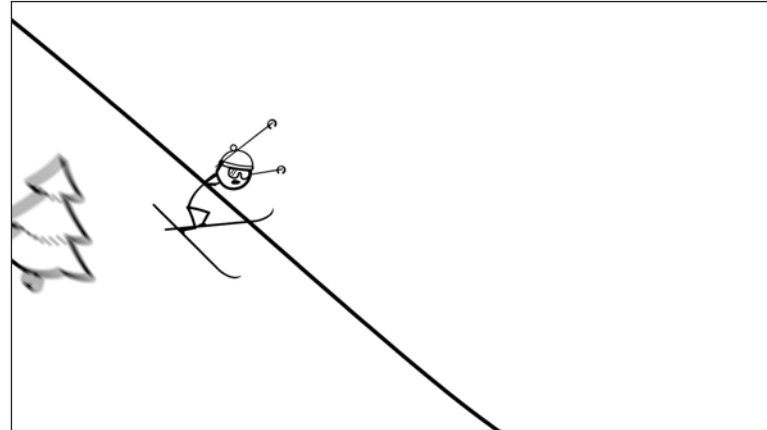
2.1: Racer starts to lose balance.

2.2: Tumbles and rolls head over heels past a cameraman.

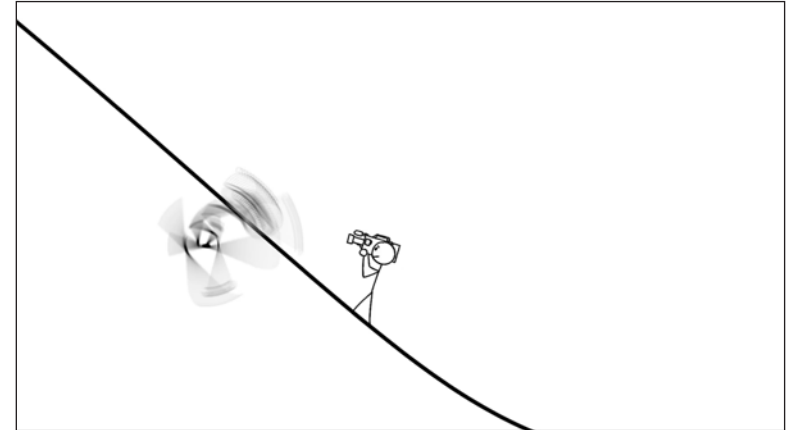
Videos Used:

none

2.1



2.2



2.3



2.4



Notes for Video: None

Script:

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Animation Notes:

3.1: Racer comes to a stop in a heap at the bottom of the hill, mouth agape.

3.2: Racer slowly smiles as crowd starts cheering.

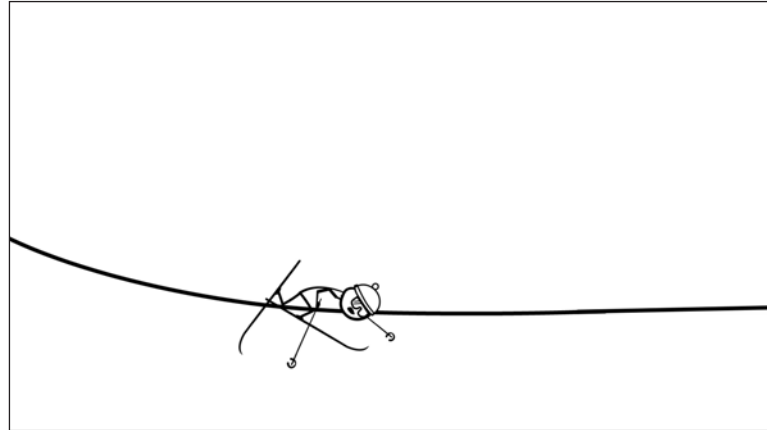
3.3: Racer sits up raises poles above head as tagline animates in from behind ski hill.

3.4: Screen splits horizontally to reveal live action worldcup demo reel.

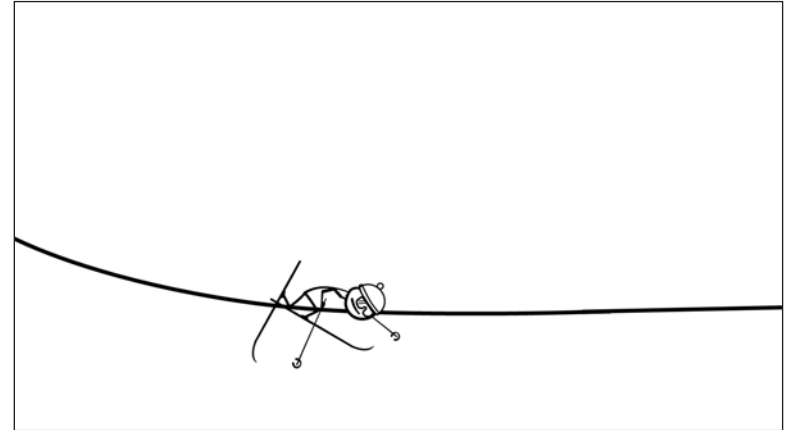
Videos Used:

FIS Worldcup Demo Reel

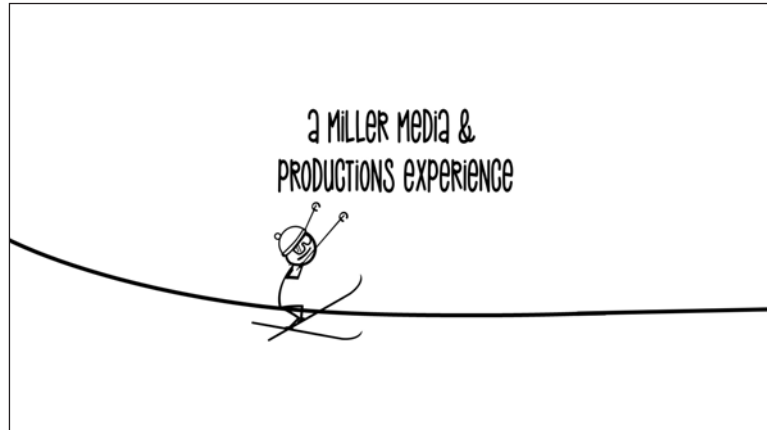
3.1



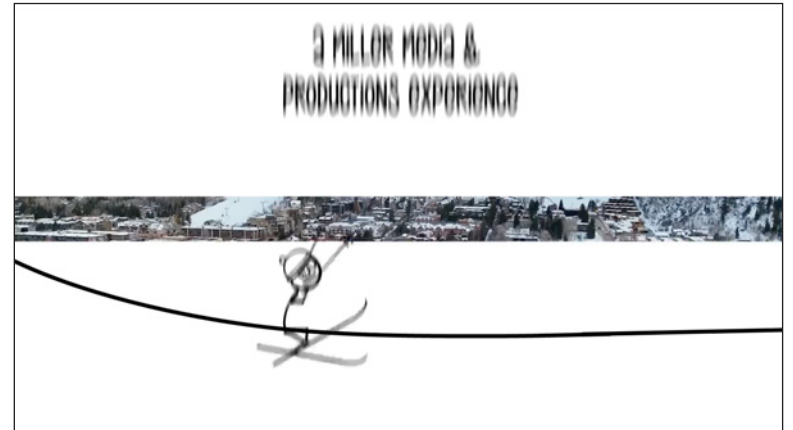
3.2



3.3



3.4



Notes for Video: None

Script:

“High energy Reel showing the excitement of the Worldcup in all aspects of the venue.”

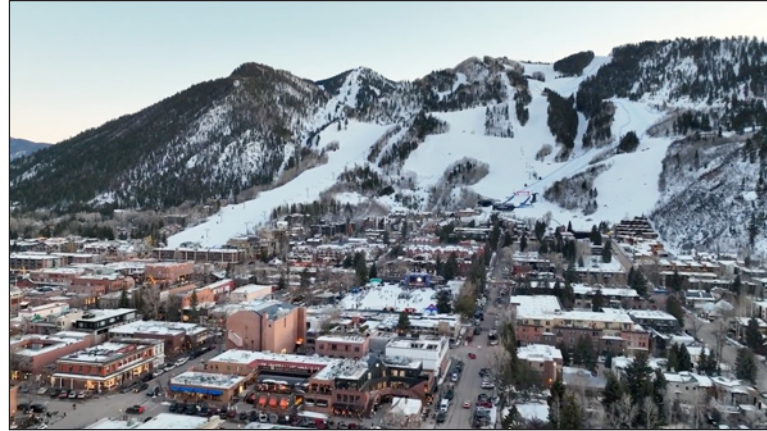
Animation Notes:

4.1-4.4: Standard hard cuts.

Videos Used:

FIS Worldcup Demo Reel

4.1



4.2



4.3



4.4



Notes for Video: None

Script:

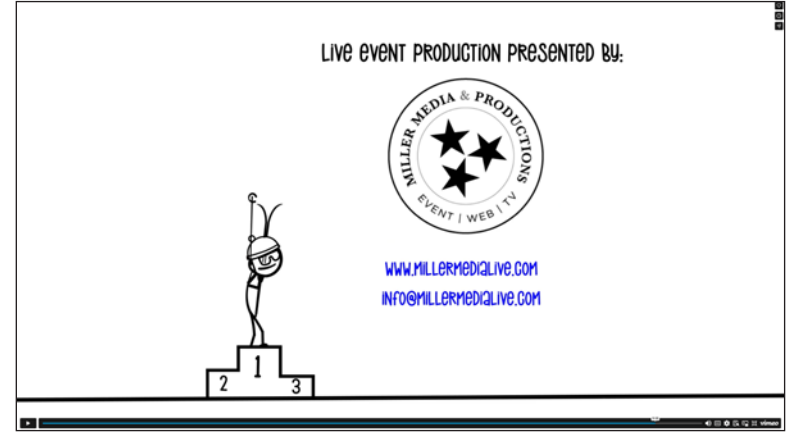
Animation Notes:

5.1: Transition from Live action racer on podium to hand drawn character.

5.2: Racer waves poles and skis in the air as logos and CTA animate in.



5.1



5.2



5.3



5.4

Notes for Video: None