

Title: Unocal - *AutoPulse*

Draft: #3

Footnote number indicates existing commercial, or other footage.

(black)

- Monitor shows white line oscillating with beeps
- Face is super imposed into monitor screen - forced smile
- Face nods affirmatively, again expression is strained
- Face fades, monitor line is visible again.
- Monitor pulse line goes flat
- Monitor pulse line now in synch with beat.

- Wavy monitor line becomes very active.
- AutoPulse logo forms in monitor screen
- Graphic/Text: ***New Look***
- Very quick flash glimpses of new station.
- Graphic/Text: ***Transformation***
- Flashes of mech. Service operation.
- Station operator mouths "*this is a major deal*" to camera. (In synch with announcer's voice)
- Friendly attendant smiling at camera
- Graphic/Text: ***Maintenance Management***
- Graphic/Text: ***Powerful Marketing Network***

- C/U: Dealer staring big-eyed into the camera
- ***Red Ball in Space***¹ moves in over

- (SFX: Medical-type beeping from heart monitor)

- **VO: Have you checked your pulse lately?
It's the one sign of life you can't fake.**

You can fake a smile.

**You can fake a "sure business is just fine"
kinda look. . .**

- **But being alive is more than just having a
heart beat.**

(SFX: Beeping stops, then two beats of silence)

(Music: Heavy bass or kick drum beat)

(Narrator/Announcer style changes to bigger, bolder Don Pardo ("Sat. Night Live) style.

- **It's more about having a life!**

(Music: High energy instrumental hits hard)

- **Witness the wave of the future**

(Musical signature, high energy music continues under)

- **The future of Auto Service will have a whole
new look!**

- **Your backroom business will undergo a
complete transformation.**

- **This is a major deal!**

- **Your station will become more customer
friendly . . . with the latest in maintenance
management...**

- **You will join a powerful marketing network.**

- **Today, you have an opportunity that no
other Unocal Dealers have . . .
you can see into the *future*.**

(Music: Campy space music)

- skyscraper. People in crowd look up and point. (Clip of early Union 76 TV spots)
- Woman holds hands to face in amazement. (Clip of TV spots)
 - Light rings descend on van (clip)
 - Graphic/Text: **Opportunity!**
 - Letters change into: **D o l l a r s!**
 - Man places red soccer ball on antenna
 - Ball droops....
then springs up and heads skyward toward camera.
 - Man admires little Red Ball
 - Big ball falls and hits him in the head.
 - Graphic: **Heart monitor screen** logo
 - Graphic/Text: (text formed out of white line on screen)
 - **Trust**
 - **Understanding**
 - **Technology**
- Customer service images
- Monitor in synch with the word - "AutoPulse"
 - Picture on TV screen goes black except for flat white line (like heart monitor)
 - Camera pushes into TV screen, until image is black.

- **Woman - What's that?**
- **Man: The Unocal 76 station of Tomorrow!**
- **VO: Wrong. We're not talking science fiction...**
- **Man: Now that's a ring job!**
- **VO: ... we're talking *opportunity*. Using *corporate dollars* to fund your future.**
- **Unocal is going about this in a "Big" way. Don't worry ...
... we're pumping this baby up with big bucks!**
- **So don't think small,**
- **Think Big!!**
- **Think about what makes business grow in the nineties ...**
(Music/EFX: Punctuate formation of text on screen)
- **VO-Man:** (Sound of expert, academic)
Customer confidence . . .
Comes from understanding the customer's needs . . .
- And satisfying them with the best time-saving technology.**
- This is the answer for our times...**
- **Annocr VO: *A u t o P u l s e***
(SFX: Steady tone)
- (As if coming from TV speaker) **We now return control of your life to . . . you.**