

Camel World -
Video Script
Final Draft
6/14/96

VIDEO

CU of motorcycle pedal (engine crank).
Hand reaches in, flips down pedal, boot
moves in and jumps down on pedal.

CU of accelerator handle. Hand reaches in
and twists handle, revving the engine.

CU of biker's face as he puts on sunglasses.

CU of speedometer and tach. Pack of
Camels is stuck in between.

CU gear pedal. Boot presses down, puts
bike into gear.

MS of man on bike. He rides off onto
street.

MS of bikers riding in pack on road.

MS of bikers having a good time.

GRAPHIC "Camel World"

CU of wheels, faces, etc.

WS of parking lot or other large area where
riders can pull up. HOST is at center near
CAMERA, several other bikers are around
him. HOST is leaning on bike. Other bikers
park, stay in background, talk, smoke, etc.

AUDIO

MUSIC UP

MUSIC UNDER as group arrives to park
bikes.
SFX UP

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MS HOST gets off bike and moves toward CAMERA, talks into CAMERA.

HOST: -Yes! We have arrived! Greetings Camel fans. We are in beautiful Loudon, New Hampshire, home of the 1996 Camel Bike Rally and Superbike Race. I'm Kevin, your official tour guide to not only this

CU HOST jump cut

--the baddest bikefest on the planet--

MS HOST

but a whole pack of other spectacular sporting events brought to you by the cool cats at Camel.

WS HOST turns away from bike and walks over to CAMERA which is now in new position.

HOST: So put your dogs up. We'll return here to Hog heaven in just a moment. But first, we transport you to the Motor City, Detroit, Michigan, where Smoking Joe is drowning the competition in Unlimited Hydroplane racing.

MCU HOST jump cut.

HOST: 200 miles an hour.

CU HOST jump cut.

HOST: In a boat.

XCU HOST jump cut.

HOST: ON THE WATER!

SPLASH HOST WITH WATER.

SFX SPLASH

GRAPHIC Unlimited Hydroplane

MUSIC UP

START Hydroplane racing.

MUSIC UP

END Hydroplane racing
MS of boat driver at event.

DRIVER: It's wet, and baby, it's WILD.

TWO SHOT of HOST and LARGE BIKER.

HOST: This here's my buddy (name), a (number) time veteran of the Camel Bike Rally here in Loudon, New Hampshire. Say hi, (name).

CU of BIKER jump cut

BIKER: Howdy.

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TWO SHOT of HOST and LARGE
BIKER.

CU of Biker jump cut.
ZOOM OUT to see crowd go WILD!

TWO SHOT of HOST and BIKER.

GRAPHIC Camel Bar Program

START Camel bar program.

END Camel Bar program.

WS of pool hall. HOST is leaning against
table, facing the camera. Behind him,
DUDE is leaning on his cue stick, waiting
to see if he gets to break.

HOST CU jump cut. HOST winks into the
camera.

CU of rack of balls. Big break sends balls
flying everywhere.

CU of pockets as one ball after another flies
into the pockets. Jumps cuts.

MS HOST turns his back on table,
addresses camera.

CU of HOST jump cut.

WS of pool table. DUDE stands beside
table but behind HOST.

HOST: Tell us, (name), just what is this
bike rally all about. Describe, in your own
words, for the folks back home, the very
essence of this prestigious event.
Go ahead, tell them.

BIKER: It's just one big party baby!
CROWD: Woooooh!

HOST: Yessir! And we are going to party
on out here while you take a trip indoors to
check out the Camel bar program.

HOST: Everybody's there. It's hip
It's happening.. And it is most definitely
Camel.

MUSIC UP

MUSIC UP

MUSIC STOP

HOST: (Whispers to Camera) Watch me
smoke this dude. (To Dude) Hey, (name)
go ahead and break, man. Go for it.

NAT SFX

HOST: Obviously a game that should be
left to professionals. Like the ones that
play in the Camel Pool Tournaments.

In San Diego.

DUDE: Rack 'em!

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GRAPHIC of Camel Pool Program

MUSIC UP

START Camel billiards program

MUSIC UP

END Camel billiards program.

MUSIC STOP

TWO SHOT of BIKER listening to HOST, other bikers in background.

HOST: I've got a Camel (prize item) for the person who can make the best imitation of a Camel Superbike. Anybody want to try for this? C'mon, who can sound like a Superbike?

MCU of BIKER doing racing noises.

BIKER1: (SFX of racing)

MCU of BIKER doing racing noises.

BIKER2: (SFX of racing)

MCU of BIKER doing racing noises.

BIKER3: (SFX of racing)

MCU of BIKER doing racing noises.

BIKER4: (SFX of racing)

TWO SHOT of HOST and BIKER smiling into the camera. BIKER is now wearing prize item. CROWD goes crazy.

HOST: We have a winner!
CROWD: Yeah!

BIKER starts doing Superbike imitation bigger than before.

BIKER: (starts doing Superbike noise)

HOST turns to CAMERA, which moves into a MCU

HOST: Look, while (he, she) shows off (his, her) Camel Superbike imitation, you get to see, and *hear*, the real thing. From Monterey, California to Laconia, New Hampshire, when it comes to the fastest things on two wheels, Camel is King.

CAMERA moves quickly into face of BIKER doing the Superbike imitation.

Check it.

GRAPHIC Camel Superbike Program

MUSIC UP

START SUPERBIKE

MUSIC UP

END SUPERBIKE

MUSIC STOP

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WS of large area showing lots of motorcycles and people--big crowd.
HOST comes from background and walks up to camera while he is talking.

CU HOST jump cut.

WS HOST with crowd.

LOW ANGLE WS of HOST jump cut.
AUDIO: Echo, voice big and loud.

MS of HOST.

GRAPHIC NASCAR Winston Cup Program.

START WINSTON CUP

END WINSTON CUP

SWISH PAN back to MS of HOST.

CU of HOST as he snaps his head back, pretending he is riding in a dragster. In bottom of frame right, counter counts up from 0 to 295 miles and hour. In bottom of frame left, counter counts up from 0 to 4.8 seconds.

MS of HOST shaking his head.

GRAPHIC Camel Drag Program.

START Drag Racing

END Drag Racing

CROWD: GO JIMMY SPENCER!

HOST: Everywhere you go--even here at a bike rally--NASCAR Winston Cup fans are giving it up for their favorite drivers. Everywhere.

Why you ask? Simple.

Cause Winston Cup is HUGE, man.

HOST: It is, after all, (spreads his arms) the largest spectator sport in the world.

HOST: Sorry, I got carried away. (EMBARRASSED) You go watch Smokin' Joe run for the Winston Cup. I'll, uh, meet you back here. Later. (MOVES QUICKLY OFF CAMERA)

MUSIC UP

MUSIC UP

MUSIC STOP

HOST: (jumps up) Drag racing. 300 miles an hour in under 5 seconds.

SFX of Drag Car going down track.

HOST: Wow.

MUSIC UP.

MUSIC UP.

MUSIC STOP.

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CU HOST turns to CAMERA, puts on sunglasses.

WS STICKCAM roams around area getting scenes of conversions. SHOW ID CHECK.

CU end on CAMEL pack or SMOKER.

MS of HOST walking around vendors selling t-shirts and bike stuff. Crowds walk by in background.

CU of HOST jump cut.

MS of HOST in front of several big BIKERS. Everyone laughs on "Schwin."

GRAPHIC Camel Bike Rally Program

START Bike Rally

STOP Bike Rally

MCU of BIKER

MCU of BIKER

MCU of BIKER

MCU of BIKER

MCU of BIKER

MS of HOST in front of BIKERS.

MS of lot seen in first of show. HOST bike is in foreground. He walks over, gets on and when he finishes, takes off.

HOST: .Conversions. We're on a mission.

MISSION IMPOSSIBLE MUSIC UP

MISSION IMPOSSIBLE MUSIC OUT

HOST: It must be pretty obvious by now that when it comes time to party, your nearest Camel sponsored event is the place to be.

Like here in Loudon.

50,000 bikes. And not one of them's a Schwin.

MUSIC UP

MUSIC UP

MUSIC OUT

BIKER: (SAMPLE) "I like that CAMEL attitude."

BIKER: (SAMPLE) "Camel's cool."

BIKER: (SAMPLE) "Having fun."

BIKER: (SAMPLE) "Doing what you want."

BIKER: (SAMPLE) "It's a damn good smoke."

HOST: Well there you have it. The people have spoken.

HOST: (first off camera, then on) Well, the party here is just getting started. But I've got to split. There are so many good

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Camel events to go to, I've got to be moving on to the next one. I'll see you guys on the road.

- DISSOLVE to WS of the highway and HOST is riding a BIKE down the road.

FADE OUT

--END--

MUSIC UP

MUSIC FADE OUT

--END--

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