

FX: 7592

- Change Kevin Varner
- Change to World of Camel
- out bitchiest
- Drage → out.

51512 3091

• GET KARLA TO SHOOT
ROAD HOUSE FOR INITIAL

- HOTEL -

51512 3092



Candace DePetry

FAX

Creative Services

R. J. REYNOLDS TOBACCO COMPANY
401 N. Main Street
Winston-Salem, NC 27101

FAX: (910) 741-7592

Art AudioVisual Video

To: Ana Maria

Location: Brands

FAX Number: 2300

From: ~~KARLA~~ CANDACE DEPETRY

Location: CREATIVE SERVICES - 3577

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Please call (910) 741-0246 if the message is received incomplete or illegible.

*Roadhouse / CABANA
footage ??*

**Camel World
Video Script
Second Draft
6/12/96**

VIDEO

AUDIO

- ①
a CU of motorcycle pedal (engine crank).
Hand reaches in, flips down pedal, boot
moves in and jumps down on pedal.
- b CU of accelerator handle. Hand reaches in
and twists handle, revving the engine.
- c CU of biker's face as he puts on sunglasses.
- d CU of speedometer and tach. Pack of
Camels is stuck in between.
- e CU gear pedal. Boot presses down, puts
bike into gear.
- f MS of man on bike. He rides off onto
street.
- G MS of bikers riding in pack on road.
- H MS of bikers having a good time.

MUSIC UP

← We need to emphasize
The Roadhouse here.

- Show Pyramid Tent
- Inglea Conversion going on
- Our activity Booths
 - Boot Shine
 - Bike
 - Camel Cash Store

② **GRAPHIC "Camel World"**

CU of wheels, faces, etc.

③ 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.

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 Varner, your official tour guide to not only this

Change name, ??

a

b CU HOST jump cut

--the bitchiest bikefest on the planet--

c MS HOST

but a whole pack of other spectacular sporting events brought to you by everybody's favorite smoke Camel.

Perhaps change to word of Camel?

d 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 Harley 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.

Change to using the word "HOG"

HYDRO

e MCU HOST jump cut.

HOST: 200 miles an hour.

f CU HOST jump cut.

HOST: In a boat.

g XCU HOST jump cut.

HOST: ON THE WATER!

h. SPLASH HOST WITH WATER.

SFX SPLASH

GRAPHIC Unlimited Hydroplane

MUSIC UP

START Hydroplane racing.

MUSIC UP

(4)

END Hydroplane racing
MS of boat driver at event.

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

HYDROPLANE EVENTS FOOTAGE TO MUSIC

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.

**TWO SHOT of HOST and LARGE
BIKER.**

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.

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

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

TWO SHOT of HOST and BIKER.

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.

GRAPHIC Camel Bar Program

MUSIC UP

START Camel bar program.

MUSIC UP

END Camel Bar program.

MUSIC STOP

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

HOST CU jump cut. HOST winks into the camera.

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

NAT SFX

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

MS HOST turns his back on table, addresses camera.

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

CU of HOST jump cut.

In San Diego.

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

DUDE: Rack 'em!

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

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.

MS HOST turns his head as MAJOR BABE walks by. Jump Cut.

MS of HOST.

GRAPHIC NASCAR Winston Cup Program.

START WINSTON CUP

END WINSTON CUP

MS of HOST
CAMERA SWISH PAN TO NEXT SHOT.

SWISH PAN to MS of MALE BIKER with beard and wig on, possibly makeup and or dress. He smiles provocatively.

SWISH PAN back to MS of HOST.

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.

NAT SFX

HOST: Well, maybe, the second largest. ??
(LOOKS OFF CAMERA) You go watch Smokin' Joe run for the Winston Cup. I'll, uh, meet you back here. Later. Ouch!
(MOVES QUICKLY OFF CAMERA)

MUSIC UP

MUSIC UP

MUSIC STOP

HOST: Here's what's new in Drag.

SFX of female giggle.

HOST: (jumps up) No, man, not that kind of drag, the CAMEL kind. You know, Smokin' Joe. Drag racing. 300 miles an hour in under 5 seconds.

??
/

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.

SFX of Drag Car going down track.

MS of HOST shaking his head.

HOST: Wow.

GRAPHIC Camel Drag Program

MUSIC UP. -

START Drag Racing

MUSIC UP.

END Drag Racing

MUSIC STOP.

TWO SHOT HOST walks up to BIKER, takes his MARLBORO pack, crushes it. Then he gives SMOKER a CAMEL pack.

NAT SFX

HOST turns to CAMERA

HOST: Conversions. We're on a mission.

WS STICKCAM roams around area getting scenes of conversions.

MISSION IMPOSSIBLE MUSIC UP

CU and on CAMEL pack or SMOKER.

MISSION IMPOSSIBLE MUSIC OUT

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

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.

CU of HOST jump cut.

Like here in Loudon.

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

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

GRAPHIC Camel Bike Rally Program

MUSIC UP

START Bike Rally

MUSIC UP

STOP Bike Rally

MUSIC OUT

MCU of BIKER

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

MCU of BIKER

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

MCU of BIKER

BIKER: (SAMPLE) "Having fun."

MCU of BIKER

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

MCU of BIKER

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

MS of HOST in front of BIKERS.

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

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

MUSIC UP

FADE OUT

MUSIC FADE OUT

--END--

--END--