

Nothing Can Stop You



***SPRINTER***





Hello!

Thank you for reading. I was inspired to build a project around the Mercedes-Benz Sprinter RV because my Father has one and, seriously, this thing is badass. The days of the big, clunky, 'Breaking Bad' type RV's are over. These vehicles are sleek, fast, and affordable. It truly feels like you are aboard a space ship, with a destination that could stretch across North America.

This spot is built to be a hybrid of shine and grit. The Sprinter exudes this; flying down the highway or scaling a single lane road along the Rocky Mountains. Our goal is to show that this vehicle is for no one person, but for anyone who shares the desire to explore every corner of the country. Brands like Levi's and Carhartt are similar, in that they feel open to everyone.

When the world is at your fingertips, nothing can stop you.









# Tone

Our tone was touched on previously; the spot will be somewhat of a hybrid between clean, fast paced images of the vehicle with a gritty, cinematic tone as we follow our Hero through his adventure. North America is vast, and diverse. We want to hone into that idea using different color tones, textures, and images. When people see the Mercedes-Benz Sprinter, we want them to imagine themselves traveling anywhere in North America and beyond.









‘Nothing Can Stop You’ | Bret Miller

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Waves CRASH against the side of the cliff. Our Hero is seated, staring across the water as the sun peaks from under the horizon. His WIFE hands him a STEAMING hot CUP of COFFEE.

**NARRATOR:**            **You finally made it.**

FLASHBACK — Hard cut to a mysterious, black van flying down the highway, setting the traffic pace.

**NARRATOR:**            **You worked hard, paid your dues.  
You did it the *right* way.**

Our Hero grips the steering wheel. His eyes dilate, focusing ahead.

**NARRATOR:**            **But now you want to see the  
country. *Your* country.**

Trees fly by -

- hard cutting to the snowy Rocky Mountains.

**NARRATOR:**            **There is only one vehicle that can get you  
there.**

REVEAL — Our Hero approaches his parked jet-black Mercedes-Benz Sprinter van with his WIFE by his side.

Our Hero packs TRAVEL BAGS into the many storage spaces. His small DOG BARKS, hopping aboard.

**NARRATOR:**            **The new Mercedes Sprinter packs like a  
home -**

Our Hero SNAPS a storage door shut.

The Sprinter positions itself beside a tight parallel parking spot in the bustling city.

**NARRATOR:**            **- fits like a glove, -**

Our Hero watches uses the back-up CAMERA to slide into the spot with ease.

**NARRATOR:**            **- and handles like a sports car.**

The Sprinter maneuvers through a tight ravine surrounded by tall Redwoods.

The Sprinter weaves along the Pacific Coast Highway with ease.

**NARRATOR: Now . . .**

FLASH FORWARD — Our Hero, sitting under the Sprinter awning, takes his first sip of COFFEE whilst staring out past a New England overlook. His WIFE rests her head on his shoulder as the dog bounds around the smooth rocks.

**NARRATOR: Nothing can stop you.**

SUPER with promotional information appears, with the Sprinter parked next to a historic New England Lighthouse in the background.







Thank You!

