

80:00
NATIONAL
BNO: FNTR-11-T5343
19, 2011
NISSAN FRONTIER
"Hill Climb" DATE: September

TBWA/CHIAT/DAY APPROVALS

DATE PR DATE CW DATE AE DATE TM

TECH DATE

VIDEO

AUDIO

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OPEN TO A BUNNY BUSY IN THE JUNGLE
MAKE IT UP UP A SAND DUNE
TECH: ISOLATED, Dramatization, Do

Not Attempt.

CUT TO SPECTATOR WITH A PUZZLED LOOK
ON HIS FACE.

Spectator: What's this guy
doing?

CUT TO A SHOT OF THE FRONTIER DRIVING UP
THE SAND DUNE.



Exhibit B:

DVD of NISSAN FRONTIER
“HILL CLIMB” TV Commercial
(See attached)